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BROADCASTING TELECASTING

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TECHNICAL ROOM
SEP 16 1952

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21ST
year

Mrs. LaDonna Martin, of Xenia, Illinois, who was crowned Illinois State Fair Barn Dance Queen during the WLS National Barn Dance broadcast from the Illinois State Fair on Saturday evening, August 9th. Mrs. Martin was finalist from the WMIX, Mt. Vernon, region.

Selecting the winners . . . and giving each due recognition . . . is traditional throughout midwest America during the late summer and early fall. From home, field and barnyard . . . farm, village and city . . . the season's best, from among the nation's finest, vie for top honors at State, Regional and County Fairs.

WLS participation in many of these events is, likewise, traditional. WLS talent and WLS services frequently contribute to the success and accomplishment of these great and typically American institutions.

For instance, the WLS National Barn Dance was broadcast from the Illinois State Fair for the thirteenth year on Saturday evening, August 9th. 12,627 people . . . close to an all-time record . . . paid to see their favorite WLS stars in action.

The WLS National Barn Dance, with its tremendous following, is still but one of many WLS programs and services that consistently reach the very heart and soul of America . . . the home and workshop of millions of the nation's most prosperous and progressive people.

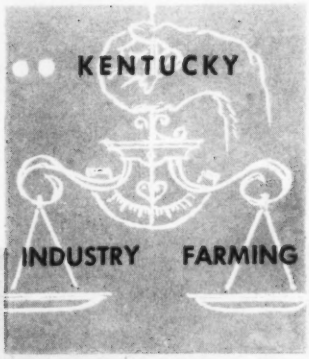
WLS The PRAIRIE FARMER STATION

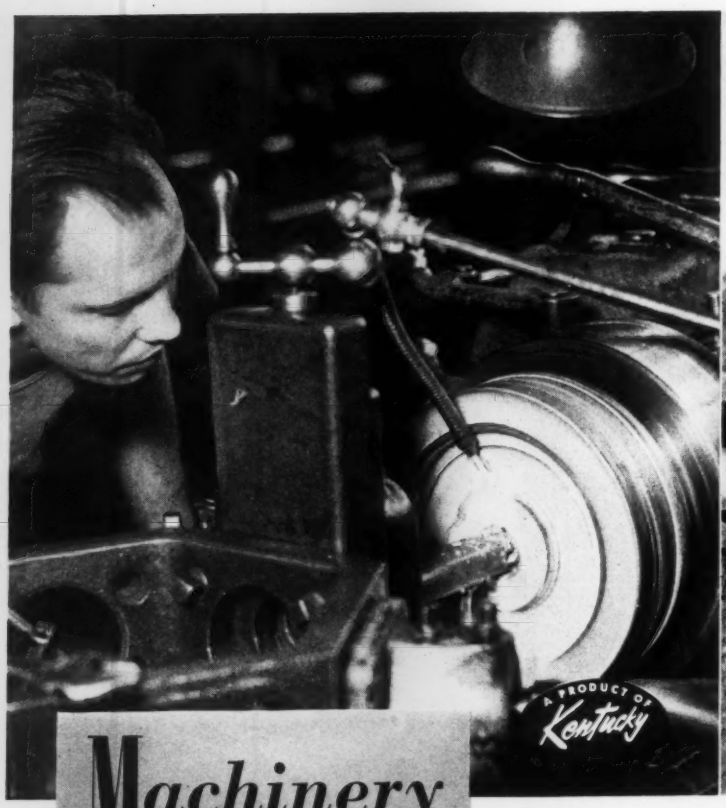
CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

XUM

Go where there's GROWTH...





Machinery and Milk

The machinery industry in Kentucky, in 1939, boasted of 57 machinery manufacturers who produced and sold 11½ million dollars worth of machinery. Since then the record of growth has brought the total to 122 machinery manufacturers who made and sold 239 million dollars worth of machinery in 1951.

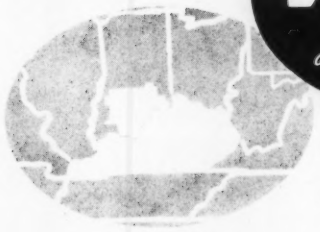
Kentucky's dairy farmers also have rung up impressive gains in the past decade. In national rank, Kentucky is now 16th as a butter producer, 8th in cheese production, and 4th in the production of condensed milk. In 1951, milk production on Kentucky farms reached 2,368,000,000 pounds.

Go where there's GROWTH...

GO WHAS!

No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.
(Benson and Benson)

CBS
WHAS
Louisville, Kentucky



THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

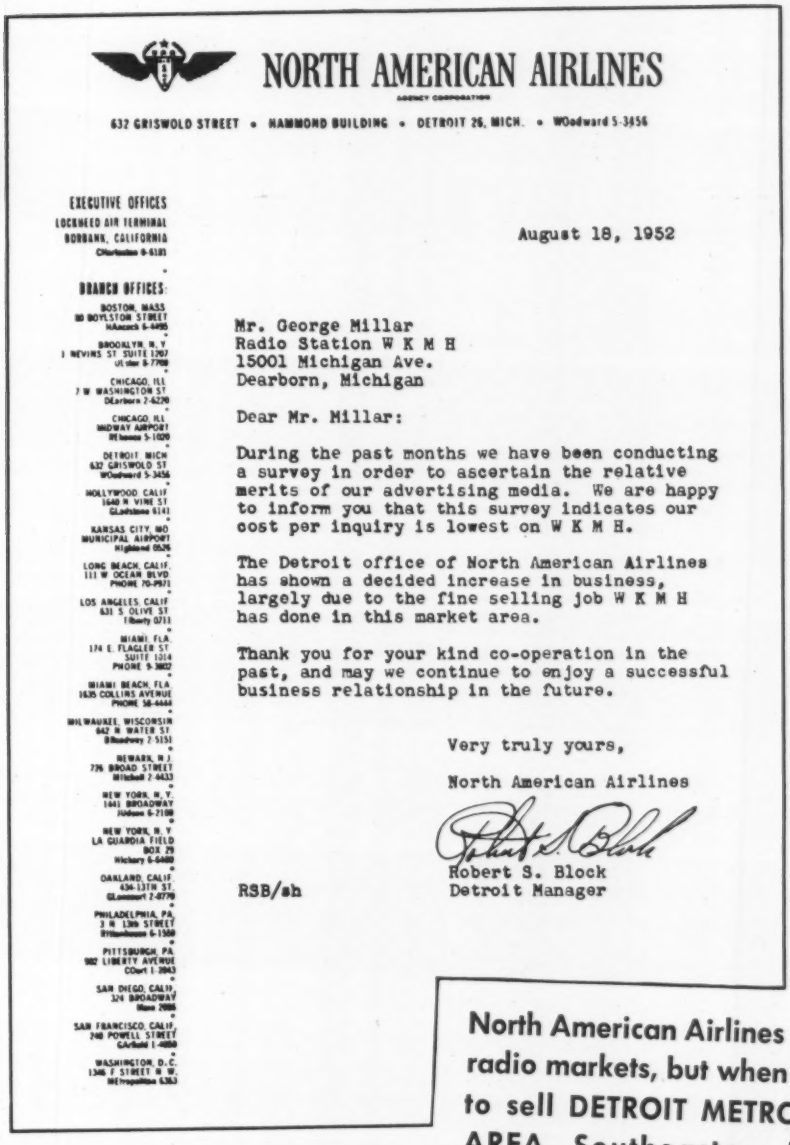
ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

XUM

When you use WKMH...

YOU GET RESULTS!

Here's the PROOF



NORTH AMERICAN AIRLINES
AGENCY CORPORATION

632 GRISWOLD STREET • HAMMOND BUILDING • DETROIT 26, MICH. • WOodward 5-3456

EXECUTIVE OFFICES
LOCKHEED AIR TERMINAL
BURBANK, CALIFORNIA
Charleston 6-6181

BRANCH OFFICES:
BOSTON, MASS.
80 BOYLSTON STREET
HAncock 6-6495
BROOKLYN, N. Y.
1 NEVINS ST. SUITE 1207
UL ster 8-7700
CHICAGO, ILL.
7 W. WASHINGTON ST.
DEarborn 2-6270
CHICAGO, ILL.
MIDWAY AIRPORT
REpublic 5-1020
DETROIT, MICH.
632 GRISWOLD ST.
WOodward 5-3456
HOLLYWOOD, CALIF.
1640 N. VINE ST.
GLadstone 6141
KANSAS CITY, MO.
MUNICIPAL AIRPORT
Highland 0526
LONG BEACH, CALIF.
111 W. OCEAN BLVD.
PHONE 75-2971
LOS ANGELES, CALIF.
631 S. OLIVE ST.
TRinity 0711
MIAMI, FLA.
174 E. FLAGLER ST.
SUITE 1314
PHONE 9-3602
MIAMI BEACH, FLA.
1635 COLLINS AVENUE
PHONE 38-4444
MILWAUKEE, WISCONSIN
642 N. WATER ST.
BRoadway 7-5151
NEWARK, N. J.
776 BROAD STREET
MItchell 2-4433
NEW YORK, N. Y.
1441 BROADWAY
JUdson 6-2100
NEW YORK, N. Y.
LA GUARDIA FIELD
BOX 29
Hickory 6-6480
OAKLAND, CALIF.
434-13TH ST.
GLencourt 2-4770
PHILADELPHIA, PA.
3 N. 13th STREET
RIttenhouse 6-1360
PITTSBURGH, PA.
982 LIBERTY AVENUE
COurt 1-3043
SAN DIEGO, CALIF.
324 BROADWAY
Main 2986
SAN FRANCISCO, CALIF.
240 POWELL STREET
GArfield 1-4080
WASHINGTON, D. C.
1346 F STREET N. W.
METropolitan 5363

August 18, 1952

Mr. George Millar
Radio Station W K M H
15001 Michigan Ave.
Dearborn, Michigan

Dear Mr. Millar:

During the past months we have been conducting a survey in order to ascertain the relative merits of our advertising media. We are happy to inform you that this survey indicates our cost per inquiry is lowest on W K M H.

The Detroit office of North American Airlines has shown a decided increase in business, largely due to the fine selling job W K M H has done in this market area.

Thank you for your kind co-operation in the past, and may we continue to enjoy a successful business relationship in the future.

Very truly yours,

North American Airlines

Robert S. Block
Detroit Manager

RSB/sh

North American Airlines uses many radio markets, but when they want to sell DETROIT METROPOLITAN AREA, Southeastern Michigan and Northern Ohio they buy . . .

5000 WATTS Daytime

WKMH

1000 WATTS Nights

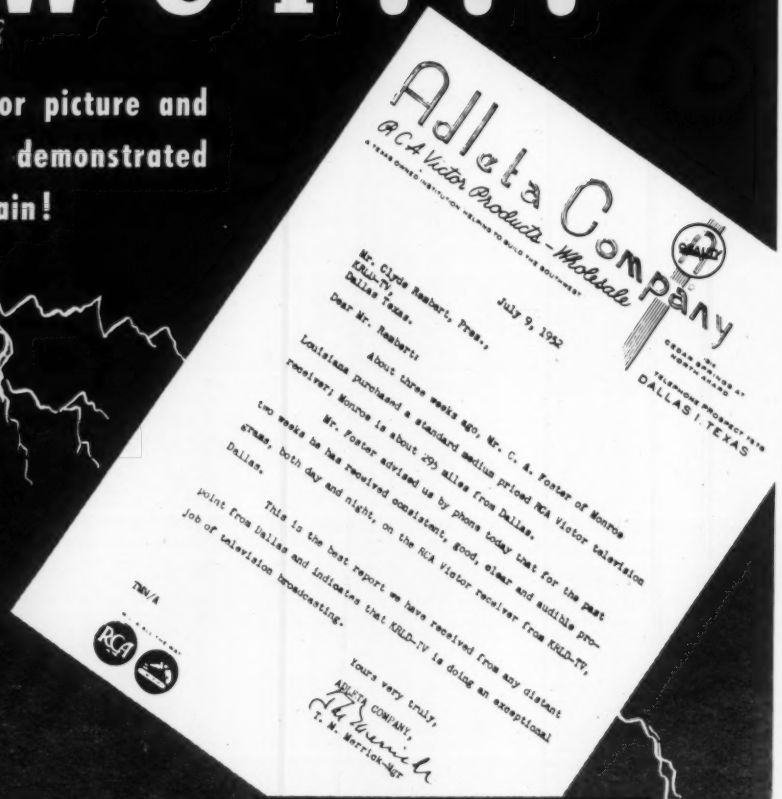
Represented by HEADLEY-REED

Affiliated with WKHM Jackson, Michigan

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Power...

KRLD-TV's superior picture and audio strength is demonstrated over and over again!


All a Company
RCA Victor Products - Wholesale
DALLAS 1, TEXAS
July 9, 1952
Mr. Clyde Rembert, Pres.,
Dallas Texas.
Dear Mr. Rembert:
About three weeks ago, Mr. C. A. Foster of Monroe
Louisiana purchased a standard medium priced RCA Victor television
receiver; Monroe is about 295 miles from Dallas.
Mr. Foster advised us by phone today that for the past
two weeks he has received consistent, good, clear and audible pro-
grams, both day and night, on the RCA Victor receiver from KRLD-TV,
Dallas.
This is the best report we have received from any distant
point from Dallas and indicates that KRLD-TV is doing an exceptional
job of television broadcasting.
Yours very truly,
TRM/A

More Coverage Power
More Sales Power

KRLD-TV does not claim coverage of North Louisiana but voluntary statements from disinterested sources prove the greater efficiency of Texas' Most Powerful Television Station, channel 4, Dallas.

KRLD-TV
Channel 4, Dallas

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FT. WORTH AREAS

John W. Runyon, *Chairman of the Board*
Clyde W. Rembert, *President*

The Branham Company, *Exclusive Representative*

TEXAS' MOST POWERFUL TELEVISION STATION

at deadline

CLOSED CIRCUIT

MORE THAN 50 NBC radio affiliates understood to have returned, by late Friday, signed affiliation-contract amendments accepting network's new rate-and-discount structure (also see earlier story page 23). Target date for returns is today (Monday).

ATTESTING importance of radio-television in moulding of opinion is plan of Senate Internal Security Subcommittee to probe further into purported Red domination of Radio Writers Guild [B•T, Sept. 1]. It's thought that executives of major networks and other organizations hiring or identified with programming personnel will be called when committee resumes closed door sessions. First explosive report states: "The series of hearings constitute just one facet of one phase of the work of the subcommittee which is conducting an investigation of Communism."

SIGNS appearing that next NARTB convention may bring repeat performance of historic 1948 code battle in Los Angeles, with 1953 version embracing both radio and television codes.

AS OF FRIDAY, CBS reported that all except two of its regularly-affiliated stations are now in fold on new network contract. Exceptions are Goodwill Stations (WJR Detroit and WGAR Cleveland), and negotiations are in progress with John F. Patt, president. Last week, it's reported, one-year contracts carrying 60-day cancellation period, received from Cowles stations (KRNT Des Moines and WNAX Yankton).

NOW THAT way appears cleared for expeditious handling of ABC-United Paramount merger, there's speculation about personnel changes once United Paramount takes over control of operations. Assured is continued status of Robert E. Kintner as president of ABC Division, with Robert H. O'Brien, presently secretary-treasurer of United Paramount, becoming executive vice president and second in command at ABC. Leonard H. Goldenson, bright young United Paramount president, becomes chairman of board of fused company, with Edward J. Noble, ABC board chairman, chairman of finance committee of new corporation.

RADIO celebrities at Mayo Clinic, Rochester: Wayne Coy, president of KOB-AM-TV Albuquerque and Time Inc. consultant, for routine checkup; Robert H. Hinckley, senior vice president of ABC, for minor surgery.

WHILE big space campaign of Broadcast Advertising Bureau to focus attention on saturation job done by radio is receiving plaudits of broadcasters everywhere insofar as national job is concerned there are reactions from some broadcasters on proposal that same display ads be used in local newspapers on ground that it plays into hands of press at local level.

SHORTLY to be announced will be sale of WLXW Carlisle, Pa., by Philip Matthews, sole

(Continued on page 6)

STATION EXECUTIVES MEET WITH AP

COMMITTEE of executives representing AP radio stations will meet with AP executives in New York tomorrow (Tuesday) and Wednesday to discuss ways of improving AP radio news reports. First order of business is selection of chairman. Committeemen are: Matt Bonebrake, president KOCY Oklahoma City; Joe H. Bryant, president KCBD Lubbock, Tex.; Tom Eaton, news director WTIC Hartford; Daniel W. Kops, general manager WAVZ New Haven; Jack Krueger, news editor, WTMJ Milwaukee; Les MacWhinney, news director KHJ Los Angeles; Jack D. Shelley, news manager, WHO Des Moines.

AP officials who will confer with committee include Kent Cooper, executive director; Frank J. Starzel, general manager; Alan J. Gould, executive editor; Oliver Gramling, assistant general manager for radio, and John Aspinwall, radio news editor.

STATE DEPT. APPOINTS MORTON VOA DIRECTOR

APPOINTMENT of Alfred H. Morton, former NBC executive, as director of State Dept.'s Voice of America, effective Oct. 1, announced Friday by Dr. Wilson Compton, International Information Administrator. He succeeds Foy Kohler, named to Secretary's Policy Planning Staff, as deputy administrator for IIA's International Broadcasting Services [CLOSED CIRCUIT, Aug. 4].

Mr. Morton, who formed own TV station consultant firm (Alfred H. Morton Assoc.) last April, was vice president in charge of TV at NBC from 1938 to 1942. After service with RCA (1929-34), he was NBC program department manager and later vice president in charge of O&O stations. Mr. Morton also is former TV director of 20th Century-Fox Corp, and has been serving as special assistant to Mr. Kohler since Sept. 8.

COPYRIGHT COMMITTEE APPOINTED BY NARTB

NEW NARTB Copyright Committee named Friday by President Harold E. Fellows, with Edward Breen, KVFD Fort Dodge, Iowa, as chairman. Committee will consider copyright legislation proposed to Congress along with international copyright matters and relations with music licensing organizations.

Other committee members are: Donald G. Graham, KOMO Seattle; Robert T. Mason, WMRN Marion, Ohio; Joseph A. McDonald, NBC, New York; A. J. Mosby, KGVO Missoula, Mont.; Lawrence H. Rogers II, WSAZ Huntington, W. Va., and James W. Woodruff Jr., WRBL Columbus, Ga.

JOHNSON ESCAPES INJURY

SEN. LYNDON JOHNSON (D-Tex.) escaped serious injury or death Friday when cub plane in which he was riding skidded during attempted takeoff from washed-out road near his Johnson City, Tex., home and crashed into tree. Area was hit by Central Texas flood.

BUSINESS BRIEFLY

RADIO SPOT BUY ● Chase & Sanborn instant coffee, through Compton Adv., New York, buying radio spots in 125 markets and television announcements in 60 markets with staggered starting dates, contracts to run from two weeks on some stations to 52 on others.

PINEAPPLE DRIVE ● Hawaiian Pineapple, on behalf of its new frozen fresh pineapple concentrate, on Oct. 6 starts participation on *Food Fair* five times weekly on WEEI Boston for 26 weeks. Firm also will use radio in New York, Columbus, Jacksonville, Miami and Memphis. As distribution opens up, market-by-market advertising campaign will be expanded. Agency: N. W. Ayer & Son, New York.

SOUTHWEST CAMPAIGN ● General Foods (Corn-Fetti), N. Y., buying nine-week radio campaign using daytime minutes and breaks in 15 southwest markets. Young & Rubicam, N. Y., is agency.

USE RADIO AND TV ● Flotill Products Co., Stockton, Calif. (Tasti Diet foods), placing eight-week market-by-market spot campaign using radio and TV in seven cities. Starting dates vary. More markets will be added as distribution increases. Agency: Ruthrauff & Ryan, New York.

SOUP CAMPAIGN ● Lever Brothers (Lipton soups) placing daytime radio minute campaign starting Oct. 6 for six weeks through Young & Rubicam, N. Y.

SERUTAN FILMS ● Serutan Co., Newark, starts *Hollywood Off Beat*, half-hour series, in seven major markets, varied dates. Deal negotiated by Aaron Beckwith, national sales director of United Television Programs Inc. Agency, Franklin Bruck, Adv. Corp., N. Y.

NBC RADIO FOOTBALL

NBC Radio making coverage of 12-game college football schedule, starting Saturday and ending Dec. 6, available to affiliates for local sale of individual games, all games, or combinations. Lud Simmel, NBC co-op sales manager, announced games have been sold on 10 stations, six for full schedule, to such advertisers as Texaco Central Div. (WLW Cincinnati), 7-Up Bottlers (KSD) St. Louis), and Frontier Oil Refining Co. (WBEN Buffalo).

TELFORD TAYLOR RESIGNS

TELFORD TAYLOR submitted resignation as head of Small Defense Plants Adm. to President Truman Friday [B•T, Aug. 11]. He was credited by President with developing and putting into operation programs that "will be of great assistance in safeguarding the competitive position of small business in the period of mobilization for defense." Mr. Taylor is former FCC general counsel.

for more AT DEADLINE turn page

at deadline

CRAMER, DUMONT, HIGHEST PAID IN 1951

LEONARD F. CRAMER, former executive vice president of Allen B. DuMont Labs., now assistant general manager of Crosley Div. of Avco Mfg. Corp., was DuMont's highest paid executive in 1951 with total $52,961.52 while Dr. Allen B. DuMont, president, was next with $50,000, proxy statement calling stockholders meeting showed Friday. Mr. Cramer's 1951 total, exceeding prior year's figure by $9,061.51, included $30,000 settlement of severance claim when he resigned to join Crosley in August, 1951. Research Director Thomas T. Goldsmith Jr. received $25,400.04 in 1951, report showed, indicating these three board members were only ones receiving more than $25,000 that year.

Notice to stockholders calls meeting Oct. 20 at DuMont's Clifton (N. J.) headquarters for annual election of directors and officers. Holders of Class A Common stock, headed by Dr. DuMont, elect five directors, president and vice president, while Class B stock, owned by Paramount Pictures Corp., elect three directors, secretary, treasurer and assistant treasurer, but DuMont statement said it did not know whom Paramount will name. DuMont proposes to re-elect Dr. DuMont as president and director; Stanley F. Patten as vice president and director, and General Superintendent Bruce T. DuMont. Research Director Goldsmith, and Percy M. Stewart as directors.

ANA HIGHLIGHTS

FUTURE of TV from advertisers' standpoint, TV commercials' effectiveness, and review of radio-TV rating methods to be broadcasting highlights of Assn. of National Advertisers' 43d annual meeting Sept. 29-Oct. 1 in New York, spokesmen said Friday. In Sept. 30 afternoon session, McCann-Erickson will present findings of its study, "What Lies Ahead in Television?" and results of Gallup & Robinson investigation of viewer reactions to television commercials will be presented in "What Makes TV Commercials Click?" In Oct. 1 morning session, "Pros and and Cons of Today's Radio and TV Rating Methods" will be discussed as part of advertising research foundation presentation. CBS is in charge of entertainment for annual dinner Sept. 30.

RULE CHANGES

EXPLORATORY committee to study revision of certain rules of practice and procedure before FCC ordered by Commission Friday following morning conference of officers of Federal Communications Bar Assn., Commissioners and FCC staff. Comr. Rosel H. Hyde named to head small group to be composed of representatives of FCC and FCBA. Changes in some rules required by passage of McFarland Bill and upcoming TV hearings.

NEW PRODUCT

NYLAST, new product designed to strengthen nylons as it washes them, will be launched nationally about end of September [B•T, Aug. 8]. Up to ten commercial announcements will be used in every television market and extensive use of network radio is in planning stage. William H. Weintraub is agency.

In this Issue—

ABC reportedly is about to cut evening radio rates by 25%, in line with CBS Radio and NBC. It'll mean a straight 15% reduction in the compensation that affiliates get from the network. *Page 23.*

FIVE big advertisers will spend more than ever this fall in radio and television. *Page 25.*

TELEVISION is a prime topic on the agenda of the Theatre Owners of America annual convention beginning in Washington, D. C., today. Some theatre men figure to solve the TV problem by getting into TV themselves. More than 60 TV applications have been filed by theatre interests. *Page 27.*

TWO Macon radio stations file joint application for a TV station. It's considered a pilot case to settle policy of whether rival AM operators can unite in a common TV venture. *Page 79.*

WOV and WHOM, both New York, team up to coordinate their radio programming and go in together on applying for a TV station. *Page 29.*

EVERYONE is telling broadcasters to face the facts in setting radio rates, but no one knows what the facts are. Edgar Kobak, one-time president of MBS and now consultant, makes a plea for finding out the facts, a necessary prelude to facing them. *Page 42.*

FILM is assuming a more important place in television every day. Here's a report on present and future uses of TV film by David Savage, manager of the WCBS-TV New York film department. *Page 82.*

HOW WIBW Topeka uses three-dimensional direct-mail pieces to put itself and Kansas on the map with time-buyers. *Page 28.*

TV grants and applications of last week. *Page 80.*

Upcoming

Sept. 14-18: Theatre Owners of America, Hotel Shoreham, Washington, D. C.

Sept. 15: BAB sales clinic, Little Rock, Ark.

Sept. 17: Texas Assn. of Broadcasters, Fort Worth.

Sept. 17: BAB sales clinic, Birmingham.

Sept. 19: BAB sales clinic, Atlanta.

(Other Upcomings, page 38)

Closed Circuit

(Continued from page 5)

owner, to Richard F. Lewis Jr., owner of WINC Winchester, Va. Price is $70,000 and transaction was handled by Blackburn-Hamilton. Facility: 1230 kc, 250 w, Keystone affiliate.

LINCOLN-MERCURY placing 4-to-8 week spot announcement campaign on radio in about 400 to 500 markets, effective Sept. 29. Agency is Kenyon & Eckhardt, New York.

YOU won't hear it put so baldly, but TV transmitter manufacturers were caught with their uhf transmitters down by speed of FCC's grants since processing began July 7. General consensus is that manufacturers are two years behind on full-powered uhf transmitters, although low-powered drivers should be in good supply by year's end (See story, page 81). Of 52 post-freeze TV grants made by FCC so far, 40 are for uhf channels.

HOUSE Subcommittee investigating morality in radio and television programming, pursuant to Gathings Resolution, plans to take inside look at network operations during hearings on New York Sept. 23-24. Hearings resume in Washington tomorrow and Wednesday and Chairman Orren Harris (D-Ark.) has arranged for tours of studios and transmitters of major network operations, radio and TV.

RE HOUSE morality subcommittee, ranking GOP member of full Interstate Commerce Committee, Charles A. Wolverton (N. J.) understood to want entire project called off, at least for duration of election campaign. He evidently feels these sideshows in Presidential election year do no good and divert attention from big tent.

FATE of Australian TV depends on opinion of Australian Postmaster General H. L. Anthony after he completes inspection tour of England, Germany and U. S. Trip started Sept. 1. Last stop will be America, where he will watch network operations in New York, visit Chicago and then go to Washington where he will discuss problems with FCC. Australia agreed on 625-line standards in 1949 but later Menzies administration abandoned plan.

SLATED FOR appointment to General Eisenhower's strategy staff is Maj. Gen. Wilton (Slick) Persons, war-time legislative representative of Army and righthand bower to General Ike in NATO. He is brother of S. Gordon Persons, governor of Alabama, and former part-owner of WSFA Montgomery.

TWO 'VOICE' WINNERS ADDRESS NATIONAL GROUPS

TWO national winners in Voice of Democracy Contest will deliver winning essays this week before important gatherings. At invitation of Judge Justin Miller, NARTB board chairman, Charles Kuralt, 1948-49 winner now attending U. of North Carolina, will address Seventh National Conference on Citizenship Thursday at Statler Hotel, Washington. Judge Miller is chairman of Attorney General's Committee on Citizenship and overall chairman of conference.

Dwight Clark Jr., 1951-52 winner and announcer at KCOL Fort Collins, Col., will address American Bar Assn. convention in San Francisco Wednesday, presenting winning broadcast script before Section of Judicial Administration. He will enter Stanford U. this fall.

for more AT DEADLINE see page 114

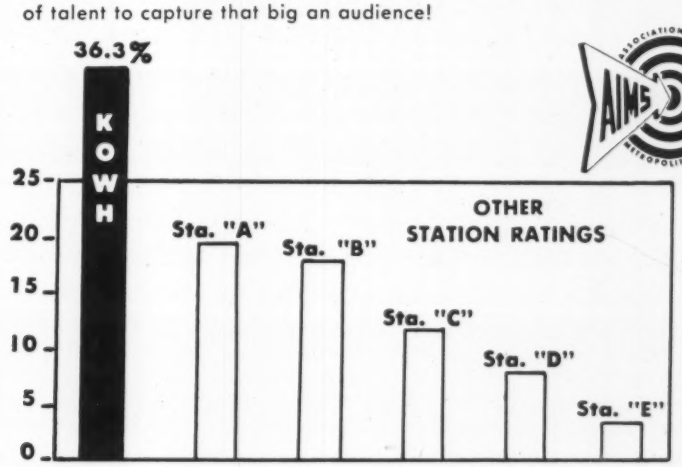
XUM

All It Took was Yew...

. . . Yew-wood longbows, lofting a barrage of arrows at Agincourt, to bring the armored horseman down off his "high horse" and revolutionize the science of warfare. The French, despite a five-to-one superiority in numbers, were forced to leave the English in full command of the battlefield!

Radio KOWH, faced with the same odds in a six-station market, dominates the Omaha, Council Bluffs field, too—as proven by the Hooper averaged below for the ten-month period from October, 1951, to July, 1952. It takes a steady barrage of talent to capture that big an audience!

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., 1951, thru July, 1952.)
- *Largest share of audience*, in any individual time period, of any independent station in all America! (July, 1952.)



AIMS — Association of Independent Metropolitan Stations

Kowh
OMAHA

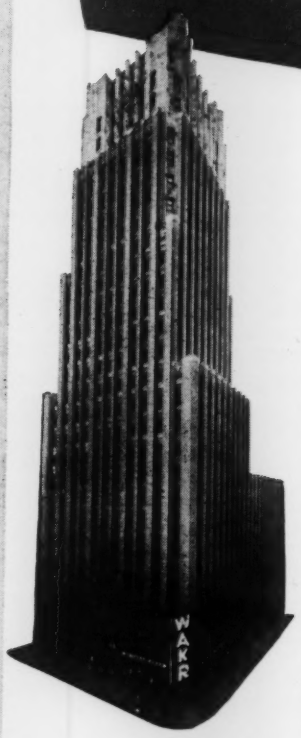
"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

AKRON'S **TOP** STATION

WAKR

TOWERS OVER AKRON



Akron's *FAVORITE* Music Station

Top Rated "Dee-Jays"

© 1949, SUMMIT RADIO CORPORATION

5000 WATTS
ABC
Represented by Weed & Co.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Mildred Young, Elwood M. Slee, Ernest Kanelopoulos, Betty Jacobs, Jimmy G. Holden.

NEW YORK BUREAU 488 Madison Ave., Zone 22. *Plaza 5-8355.* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

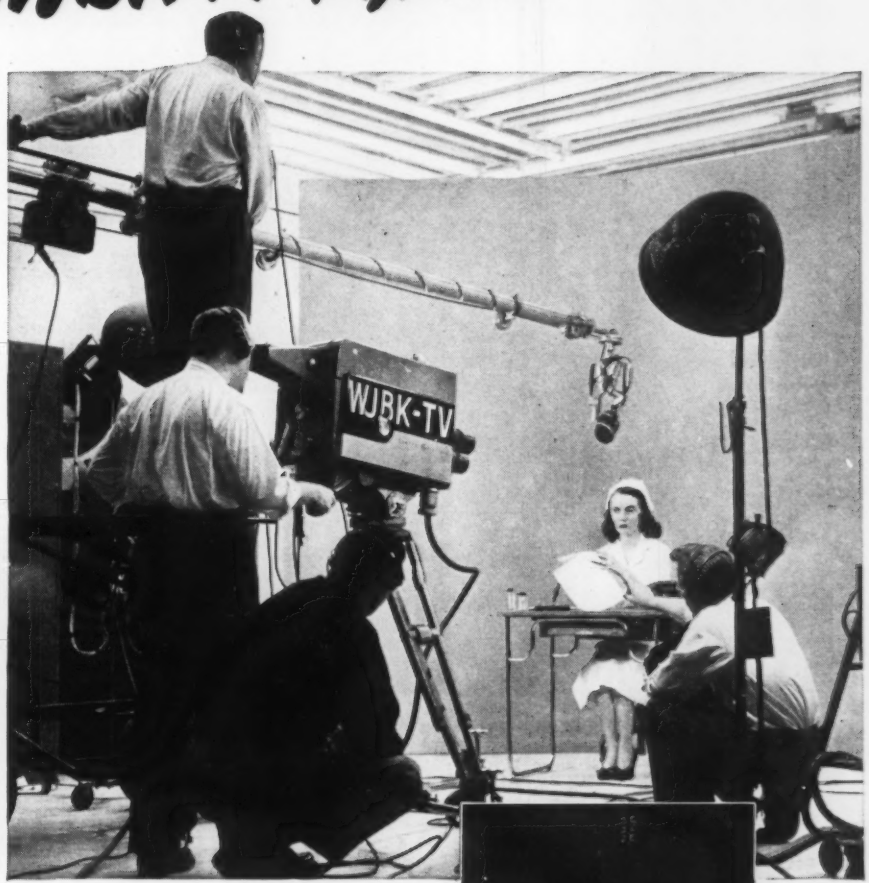
BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

"9,000 HOURS FROM 2 G-E TUBES SAVED WJBK-TV $1,140!"

Says **Paul Frincke, Engineer of Detroit's successful Temple Avenue station owned and operated by Storer Broadcasting Co.**



"We have a pair of GL-9C24's in our transmitter that show over twice the normal life for final-stage power tubes. They represent a saving—at current prices—of $1,140 for two replacement tubes we *haven't* had to buy!

"Right through the list—power tubes, rectifiers, and receiving types—G-E tubes are paying their way at WJBK-TV, and adding dividends in extra hours of life. Another gain is the fast tube service which local General Electric distribution gives us on a 24-hour basis. It's real on-the-air insurance to back up our spares. Put us down as 100-per-cent satisfied!"

* * *

That's mighty fine to hear, Mr. Frincke, particularly from the experienced engineer of a busy metropolitan station! General Electric distributors offer the same economy tube operation—the same alert and speedy service—to all AM, FM, and TV stations from coast to coast.

Phone *your* G-E tube distributor today! He has on hand the tubes you need, is anxious to serve you well in order to cement a business relationship that will profit you both through the years.

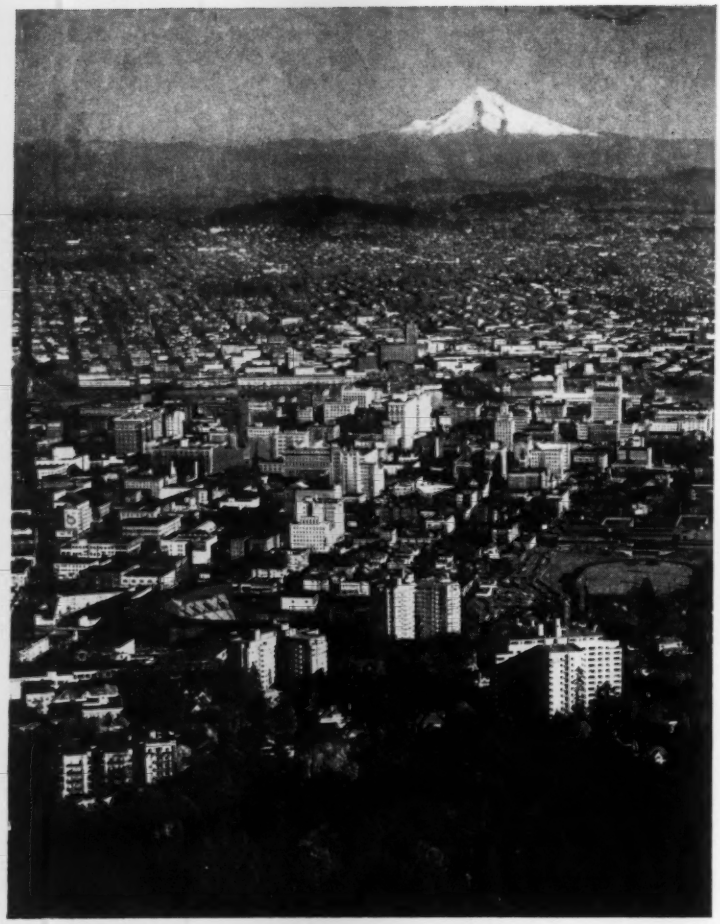
● WJBK-TV's loyal motor-city audience likes home-making hints, news, the drama, and sports. By telecasting such events as the Kentucky Derby and football games of the Detroit Lions, WJBK-TV lives up to its motto "First in Sports". High standards of transmission sustain picture quality. From the day the station went on the air, General Electric tubes have helped to keep performance up, costs down.

FREE TO STATION ENGINEERS!

"Essential Characteristics", a handy pocket guide to all receiving tubes in common use, is yours on request. Ask your G-E tube distributor for this reference booklet you'll use daily . . . hourly! Or write to *Section A, Tube Department, General Electric Co., Schenectady 5, N. Y.*

GENERAL ELECTRIC

161-1C1



THE People's Choice* IN PORTLAND OREGON

THE GREATER PORTLAND AREA

where continued tremendous growth offers KGW-advertised national brand products the greatest listening audience in the Northwest!

MAYOR Morry Director of the Manhattan district declares, "KGW continues to be the leading advertising medium in this area with its proven merchandising plan and will always be the buyer's choice for listening popularity."

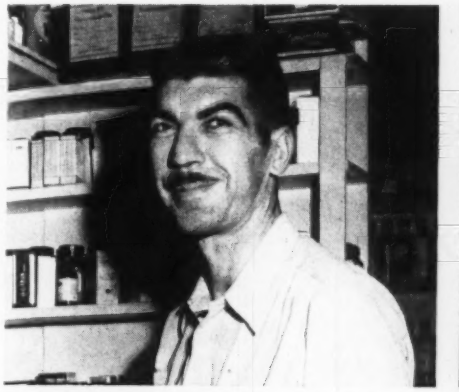
Radio *still* dominates this rich market! And KGW continues to dominate the radio medium in this Oregon-Southwest Washington area! KGW reaches more people, more often, than any other radio station in this area. This wide circle coverage plus program popularity and a *successful* merchandising program for KGW-advertised national brand products makes this the most desirable radio medium in the Columbian Empire! Reach the buyers you want to sell now with KGW, the pioneer station in its 31st year of continuous broadcasting!

Celebrating our 31st Year of Leadership and Community Service

KGW

NBC AFFILIATE

PORTLAND, OREGON



DRUGGIST John W. Towsley, Jr., Foster Road Pharmacy, says, "KGW-advertised products are first in sales. We all know the value of good radio audiences in selling a product, and here in Portland we know KGW delivers the largest radio audience."

GROCER Omer J. Ferguson, manager of the largest Safeway store in the Portland area, reports, "In our Foster-Manhattan district, KGW continues to be the voice of the people. You can't buy a better radio medium in the Portland area."

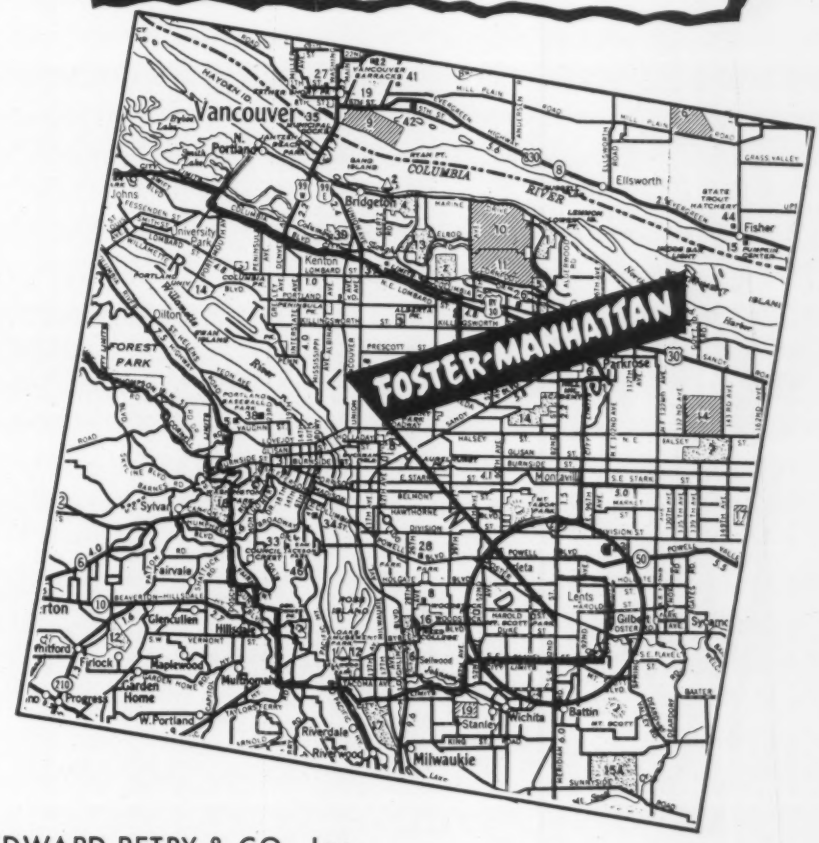
CLERK Jean Murray, asserts, "More housewives call for products advertised on KGW than on any other local radio station. They remember KGW for its outstanding leadership, prestige, popularity . . . truly the 'people's choice' in Portland."

JEWELER Samuel H. Rogoway of the Manhattan district, reports, "Successful merchandising plus the top radio audience makes KGW a 'must' for advertisers wishing to sell the Portland area. It is the outstanding choice of the people in our district."

Foster-Manhattan . . . .

Another outstanding Portland district where the people, business leaders and buyers alike, acclaim KGW the "People's Choice".

LAUNDRYMAN Richard (Dick) Hattrick, owner-operator of Manhattan drycleaning business, states, "For our money you can't find a better way to deliver a message to the Portland area people than with KGW. It continues to bring us the largest audience with its program popularity and prestige. *The* choice in our area."



REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

WDEF
CHATTANOOGA, TENNESSEE

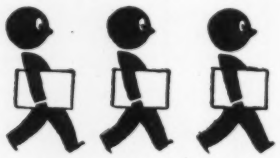
has more audience, all morning, in Chattanooga than the next two network stations combined!*

WDEF
CHATTANOOGA
1370 KC • ABC
5000 WATTS

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

* According to the latest available Hooper study.

Represented by BRANHAM



agency

JOHN T. SOUTHWELL, formerly with BBDO and Young & Rubicam, both N. Y., to Hirsch & Rutledge, St. Louis, as vice president and director of radio-TV.

ROBERT WECHSLER, public relations director of New York Mountain Hotelman's Federation, to public relations department, Anderson & Cairns, N. Y.

RHODA ROSENTHAL, assistant to general manager, WNBC-WNBT (TV) New York, to Rand Adv., that city, as director of television, in charge of all television production.

JOHN R. GILMAN elected vice president of Roy S. Durstine Inc., N. Y.

A. B. CRAMPTON, advertising manager, Stahl-Meyer Inc., to Dowd, Redfield & Johnstone Inc., N. Y., to head food and grocery division.

FAY R. TONDU and **WENDELL P. PARKER** to Ross Roy Inc., Detroit, on copy staff.

DAVID M. MIXTER returns to Benton & Bowles, N. Y., as assistant account executive on Maxwell House Coffee account, after tour of duty with Marine Corps.

on all accounts

THE ATTRACTIVE blonde strode with confident grace through the plain wooden door marked "Criminal Attorney" and confronted the occupant of the desk with a manner that told him clearly she "belonged."

And she did, too. The "attractive blonde" was no character out of Raymond Chandler fiction but a respected member of the office force of the famous law firm of Broderick brothers, New York

Today the girl, Helen Martha Wilbur, is equally respected as chief radio-TV timebuyer for Doherty, Clifford & Shenfield, New York.

Miss Wilbur, a native New Yorker, was educated at Brooklyn College and Columbia U. School of Business, and upon graduation from the latter school applied for and was accepted as female functionary in the celebrated law office. There she learned more about life than she felt it was necessary to know, so she finally appealed to Columbia's Placement Service, which offered her rehabilitation in the shape of a job with the *New York Times* advertising department.

It was her first media post. After two years she qualified as a print expert and joined the advertising agency, Pedlar & Ryan, as an estimator on newspapers and magazines. A few years later she switched to the radio department and eventually worked her way up to the role of timebuyer.

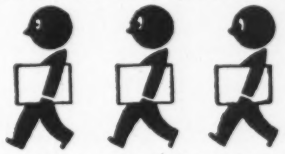
In the spring of 1944 when five executives of Pedlar & Ryan broke away from the agency to form Doherty, Clifford & Shenfield, New York, she went with the new contingent as its one-girl timebuying department. Gradually the staff increased and Miss Wilbur was named chief of the division.

Miss WILBUR

Among the radio and television accounts under her supervision are: Ipana Toothpaste, Ipana A. C., Vitalis and Vitalis hair cream, Mum, Borden's Instant Coffee, Welch Grape and Tomato Juice, the pioneer division of Borden's, Feen-a-Mint, Chooz, and Standard Milling.

Miss Wilbur lives at home with her folks in Scarsdale, N. Y. Her hobbies include reading mystery stories, sketching in charcoal, and gardening.

beat



JOHN W. DeWOLF and **RICHARD H. TALMADGE**, group account managers, G. M. Basford Co., N. Y., elected vice presidents of firm.

ROBERT A. MOGGE, media and research director, Arthur R. Mogge Agency, Chicago, elected president of Ad Club of Chicago.

JAMIE HOLLAND appointed spacebuyer with Ad Fried Adv., Oakland, Calif.

LOUIS MEISEL, formerly with Liggett-Rexall, Leows Inc., and S. Duane Lyon Inc., to Hilton & Riggio Inc., N. Y., as account executive.

IRWIN KURTZ, assistant production manager, Milton Weinberg Adv. Co., L. A., to Tilds & Cantz Adv., Hollywood, as media director.

DONALD C. TABER appointed head of creative and copy departments, Ecoff & James Adv., Phila.

JEAN A. MONTE, Radio Programme Producers Ltd., Montreal, named radio director of Walsh Adv. Co. Ltd., same city.

PAUL VISSER, NBC Chicago agriculture staff, to Brown Bros. Adv., St. Louis, as Purina regional account executive.

SYBIL ROBERTS appointed account executive in charge of retail advertising division of Curtis Adv. Co., N. Y.

I. A. GOLDMAN & Co., Baltimore, moves to Goldman Bldg., 102 E. Pleasant St. Telephone is Lexington 7670-1.

milestones . . .

► CKAC Montreal celebrated its 30th birthday on Sept. 7. It claims to be the oldest Canadian station on the air.

* * *

► WBOW Terre Haute, Ind., climaxed its 25th anniversary celebration by going to the fair—the Vigo County Fair. Station set up a special booth and aired a program with Herman LaMasters trio. Highlights of backdrop display were white stars showing names of its key programs and these slogans: "Wherever You Go There's Radio," "25 Years Your Radio Host—25 Years Your Listening Post." WBOW is licensed to Banks of the Wabash Inc. and is an NBC affiliate.

* * *

► TWENTY-FIVE years of nutrition and public health broadcasting on WOR New York begun by Alfred W. McCann and continued after his death in 1931 by his son, Alfred W. McCann Jr., was marked during *McCanns at Home* program from 9:30-10 a.m. EDT Sept. 8. The program, titled originally *The McCann Pure Food Hour* became *McCanns at Home* when Alfred Jr.'s wife, Dora, joined program in 1947.

* * *

► FRANK BECKLEY (BECK) SMITH today completes 25 years in radio, the past 17 years as newscaster on WJAS Pittsburgh under sponsorship of Kaufmann's department store there. After graduation from his home town high school in Huntington, W. Va., in 1927, he started selling radio receivers, shortly afterward becoming an announcer on WSAZ there. After seven years he went to WJAS.

* * *

► A GOSPEL-singing group in Richmond, Va., known as the Harmonizing Four, noted a double anniversary Sept. 7 with a special broadcast over WRNL that city. The group marked its 25th year of organization and also the beginning of its 15th consecutive year of broadcasts on WRNL.

* * *

► MUTUAL's *The Shadow*, sponsored by Wildroot Co. (Sun., 5-5:30 p.m. EDT), celebrated its 20th anniversary with its broadcast yesterday (Sunday).

YOU GET THAT PERSONAL-ITY TOUCH . . .

. . . PLUS . . . with SHERMAN BUTLER, Washington's "Mr. Music," who with 3½ air-hours per day, draws D.C.'s top D.J. ratings* plus 1500 letters per month. In radio (Mon. thru Fri.; 2 to 4 p.m., 6:30 to 6:55 p.m., 8 to 9 p.m.) and TV (Monday through Friday 2-2:30 p.m.) Sherm's PERSONAL-ITY TOUCH is providing happy sponsors with that BONUS of product acceptance needed for MAXIMUM SALES RESULTS. So be happy, go Butler . . . go Sherman Butler today!

* August Pulse.

Call or Wire
The KATZ AGENCY, Inc.
or WMAL Sales Department

WMAL AM FM TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

WHO PUT THE *punch* IN THE BRUNCH?

- Punch did you say? Quite unusual—we agree—to have it at such an early hour of the day . . . for brunch! But the punch in this instance, happened to be the *sales* punch scored by WDSU for an exclusive New Orleans specialty store*.
- The details ran something like this: a special sale of women's "Brunch Coats" was featured on radio spots over WDSU. An equal amount of money was allotted for advertising these coats in a competing medium.
- And what were the results? An impartial survey (by Audience Research Bureau, Inc.) showed that 91.7% of the customers who heard the news via WDSU made purchases. Only 46.2% of the customers attracted by the competing medium purchased the merchandise.
- And as if that isn't proof enough . . . WDSU's radio customers accounted for 44.6% of the total dollars spent, while customers of the competing medium spent only 21.5%!
- Dollar for dollar, WDSU adds extra punch (unspiked that is) to your sales picture in the "Billion Dollar New Orleans Market"!

*(Name and details on request)

- Write, Wire, or Phone Your JOHN BLAIR Man!

AM TV FM WDSU NEW ORLEANS NBC

new business

Network • • •

WILDROOT Co., Buffalo (hair preparations), will sponsor Tues.-Thurs. broadcasts of *Titus Moody Speaking* series, starting Sept. 29 on Mutual. Program will be heard five times weekly, 7:55-8 p.m. Agency: BBDO, N. Y.

VOICE OF PROPHECY Inc., Glendale, Calif., renewing *The Voice of Prophecy* on ABC radio, Sun., 9:30-10 p.m. EDT, for 52 weeks effective yesterday (Sunday). Agency: Western Adv., L. A.

BRISTOL-MYERS Co., N. Y. (Sal Hepatica), started *The Jimmy Wakely Show* on 13 CBS Pacific Network radio stations, Sun., 3:30-4 p.m. PDT, for 39 weeks from Sept. 14. Agency: Young & Rubicam Inc., N. Y.

NATIONAL BISCUIT Co., N. Y (Milk-Bone dog food), started alternating Tues. and Thurs. *Mr. Information* on 17 CBS Pacific Network radio stations, 4:30-4:45 p.m. PDT, for 39 weeks from Sept. 2. Firm also sponsors thrice weekly *The World Today* on same station line-up, 5:30-5:45 p.m. PDT, for 39 weeks from Sept. 1. Agency: McCann-Erickson Inc., N. Y.

GENERAL FOODS Corp., N. Y. (Jello), renews *Frank Goss News* on 16 CBS Pacific Network radio stations, alternating days, Mon. through Sat., 5:45-5:55 p.m. PDT, for nine weeks from Oct. 7. Agency: Young & Rubicam Inc., N. Y.

Agency Appointments • • •

REAL SILK HOSIERY MILLS Inc., Indianapolis, appoints Bozell & Jacobs Inc., Chicago.

AMERICAN CHICLE Co., N. Y., appoints Dillon-Cousins & Assoc., same city, to handle advertising in Colombia.

GARDINER Mfg. Co., Oakland, Calif. (Waterspike), and MARTIN CONSTRUCTION Co., same city (High-Pressure paints), appoint Ad Fried Adv., Oakland. Radio and TV are being used for former; radio only for latter account.

WHITEHALL PHARMACAL Co. appoints Cecil & Presbrey Inc., N. Y., for new chlorophyll deodorant.

HELENE CURTIS INDUSTRIES, Chicago, names Ruthrauff & Ryan, same city, to handle national advertising for Spray Net, Milky Shampoo and Shampoo Plus Egg. Broadcast media are used.

BELLAIRE PRODUCTS Inc., Bellaire, Tex. (Dip-N-Rinse liquid silver cleaner), names Mogge-Privett Inc., L. A., for Pacific Coast advertising.

PIERCE BROS., Santa Barbara, Calif. (abalone processors), names Rockett-Lauritzen, L. A. Radio is being used.

DEMOCRATIC PARTY OF SOUTHERN CALIFORNIA appoints Leonard Shane Agency, L. A. Radio-TV is being used.

INTERSTATE ENGINEERING Corp., El Segundo, Calif. (vacuum cleaners), names Geoffrey Wade Adv., Hollywood. SNOWDEN HUNT Jr. is account executive.

FLO-BALL PEN Corp., San Gabriel, Calif. (pens), names BBDO, L. A. CHARLES J. HAWKINS is account executive.

Adpeople • • •

LEONARD NELSON, associate editor, *Apparel Arts*, N. Y., to Prudential Insurance Co., L. A., as member of advertising-sales promotion staff.

WILLIAM H. HITCHCOCK, sales manager, Holsum Products Co., appointed sales and merchandising manager, Gettelman Brewing Co., Milwaukee.

XUM

why

WICC

is tops

in the

RICH

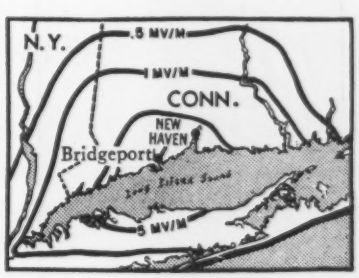
BRIDGEPORT
NEW HAVEN
MARKET*

- **WICC Promotion**
  Contest produced largest movie house for '52

- **WICC Merchandising**
  Complete Sponsor Identification.

- **WICC Personalities**
  Wallie Dunlap, (left) area's highest-rated afternoon deejay.
  (2:30-5, Mon.-Fri.)

  Bob Crane, (right) pulls 65% share of audience.
  (6-9 AM, Mon.-Sat.)



* For confirmation of above claim, refer to New Haven Pulse, Jan. '52 and Bridgeport Hooper, March '52.

REPRESENTED NATIONALLY BY
ADAM YOUNG, JR.

XUM

OVER 1,000,000 PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

IT PAYS to radio-advertise on the hottest day of the year—even when you are selling skid chains, snow tires and anti-freeze. At least that's what a New England warehouse proprietor found to his great satisfaction.

He is John E. Cambria, better known as "Friendly Jack," owner of a warehouse in Lowell, Mass. The station that did the job "out of season"—like selling refrigerators to Eskimos—is WCAP that city.

Last July when the temperature hovered around 100 degrees for five days running, Friendly Jack reasoned that if anyone had enough ambition to turn on a radio, a summer sale to dispose of his winterizing specialties would be in order. He contacted WCAP for 100 spot announcements, to be aired strategically around the clock. Within a week, he disposed of carloads of items and resold himself on radio's pulling power.

While the idea was, of course, novel in its concept, Friendly Jack also offers a diversified line of other products, including radios, seat covers, paint, gasoline, oil and trucking transportation service.

Mr. Cambria has been successful in business for more than 25 years. A firm believer in advertising, he first used radio and newspapers alternately. In recent years, according to WCAP, Mr. Cambria has shown a three-to-one preference for the broadcast medium.

For Bill Warren, WCAP manager, the summer sale proved gratifying. Only a month before the July sale he convinced Friendly Jack he should use radio to advertise a raccoon coat for $5. A woman driving along in her car heard the spot and bought the coat literally before the echo of the announcement had died away. Another series of 20 one-minute spots brought a sellout of auto seat covers in five days.

"Friendly Jack" signs a new contract with Mr. Cronin.

* * *

Friendly Jack now uses WCAP six days a week for announcements when he wants to call attention to big doings at the warehouse. He recently signed a 52-week contract with Gerry Cronin, WCAP commercial manager, for 3,000 spots.

Mr. Cambria's idea, like his warehouse, is off the beaten track but, apparently, it pays big dividends to himself and to WCAP.

strictly business

WILLIAM LINDSAY WALLACE, west coast manager of Adam J. Young Jr. Inc., station representatives, advocates strict adherence to the rate card and is quite rabid on the subject of "under the table" and special package deals entered into for business.

While Mr. Wallace, who headquarters in Hollywood, acknowledges that "maybe" some AM and TV stations should adjust their rates, he maintains that any station can be sold on a legitimate basis if it is worthy of staying in business.

Radio is still the greatest mass medium and when an advertiser buys station time he gets twice as much as that for which he pays,

(Continued on page 54)

Mr. WALLACE

It's Coverage that Counts!

The great exploits of mighty, powerful, Paul Bunyan with his big ax, his great ox, his ability to survey all the land because of his giant proportions, are all examples of coverage that counts. And so it is with the buying of radio time here in this big 400,000 populated mining-manufacturing market. You need WBRE to give you coverage that counts in listening audience, in sales volume, in client's satisfaction, for WBRE is the Paul Bunyan of Wyoming Valley's "earway."

Headley-Reed, Representative

WBRE

WILKES-BARRE PENNSYLVANIA

AM-FM NBC **AFFILIATE**

This is Milwaukee... where WTMJ dominates

and here's why...

Diversified industry is the main reason why Milwaukee maintains top rank as one of America's leading markets.

Diversified local programming is the main reason more people in Milwaukee and in Wisconsin listen to WTMJ than any other radio station.

One example of listener pull: Annual early morning program promotion, a Gourd Give-Away, set a 1952 record of 23,435 packages mailed out.

Your Henry I. Christal representative will tell you, "You can't do a successful radio selling job in Milwaukee and Wisconsin without WTMJ, because only WTMJ gives you primary blanket coverage of 628,916 of Wisconsin's total of 968,253 radio homes." Ask him for all the facts on how WTMJ dominates in Milwaukee and Wisconsin.

WTMJ

THE MILWAUKEE JOURNAL RADIO STATION

5,000 WATTS • 620 KC • NBC

Represented by **THE HENRY I. CHRISTAL CO.** *New York • Chicago*

Introducing . . .

MR. W. D. CLICK

AM AVAILABLE SEPT. 15TH

TIME: 7:00 - 7:15 AM
Monday thru Saturday
Program Information

. . . Mr. Click will Interview Agriculture Agents, Farmers . . . he will give daily Market Reports on Crops and Livestock, as well as all available Farm Information to benefit the Farm and Family . . Radio WSAZ Covers the Tri-State . . . Kentucky, Ohio and West Virginia.

● Radio Station WSAZ "The First Station of W. Va." operating on 5,000 Watts, Covering 29 Counties of the Tri-State Area.

TV AVAILABLE SEPT. 29TH

TIME: 12:00 NOON
Monday, Thursday, Friday
Program Information

. . . Interviews with National and Local Farm Personalities . . . Farm Products of Local Nature will be Viewed by TV Audience . . . Farm Information, Stock and Grain Market Data, Gardening Procedure, will be integrated in this New Farm Program.

● WSAZ-TV . . . First and ONLY TV Station in W. Va., . . . "The World's Most Powerful Television Station" . . . Channel 3 100,000 Watts.

MR. WILLIAM D. CLICK, widely known in the Tri-State Area as "Farmer Click," was Cabell County agricultural agent for 22 years and for nearly 38 years served as a county agent in West Virginia. Mr. Click writes a column "HOW'S YOUR GARDEN" for The Huntington Herald-Dispatch in addition to his many other activities. The veteran county agent will conduct farm information radio and television programs, as well as personal appearances, writing of farm letters, etc. For more information, call or write: L. H. Rogers, General Manager, WSAZ-TV, or Tom Gartin, Station Manager, Radio Station WSAZ, Huntington, West Virginia.

...RADIO & TELEVISION...

WSAZ

HUNTINGTON, W.VA.

open mike

Right Source

EDITOR:

I have been reading your pages devoted to TV station grants and applications, and I would appreciate some information.

I want to keep in close touch with applications and grants and am wondering if I need to go to any source outside of your magazine? . . . If I can get everything in BROADCASTING • TELECASTING, no need for me to spend time or money searching elsewhere.

Will you give me the lowdown?

John Orr Young,
John Orr Young & Assoc.
New York

[EDITOR'S NOTE: Mr. Young, co-founder of Young & Rubicam, can save his time and money. Complete and up-to-the-minute reports of all TV activity at the FCC appear weekly in this publication.]

* * *

On the Map

EDITOR:

I would like to express my personal opinion, which is shared by many other members of this agency, that your new map, "The Map of Telecasting 1952-1953," is one of the finest jobs of representation of television network coverage in this country that I have yet seen. The map is clearly drawn, easily studied and a pleasure to use in conjunction with television problems. My heartiest congratulations to you and your staff!

Ted Palmer
Lambert & Feasley Inc.
New York

* * *

Thank-You Note

EDITOR:

Many thanks for the proofs of the "Strictly Business" sketch published in the Aug. 4 issue . . . I am deeply grateful for the honor bestowed upon me by your fine magazine.

Karl K. Vollmer
Vice President, Director of Marketing
Falstaff Brewing Corp.
St. Louis

* * *

Happy Birthday

EDITOR:

Sunday, Aug. 31, was the third anniversary of Price, Robinson & Frank Inc.

For us, these three years have meant important new clients—companies such as Reynolds Metals Co., the Tonic Co., Allied Chemical & Dye Corp. (Swerl Products Division), J. P. Smith Shoe Co. (British Walkers), and also new assignments from the Quaker Oats Co., one of our original clients. . . .

We believe that the growth of our agency is the result of not only a good deal of hard work on our part but also the close cooperation and friendship of people like yourself. . . .

Clinton E. Frank
Executive Vice President
Price, Robinson & Frank
Chicago

* * *

Self Confidence

EDITOR:

Much as we respect BAB and its ideas, we can't go along with its suggestion that we insert BAB prepared ads on the effectiveness of radio in our local newspaper.

If radio is so damned effective, why do we turn to newspapers to tell our story? We tell our clients they don't need newspapers; yet BAB asks us to set an example for those very clients by scheduling a page or half-page ad . . .

We think radio is as good as BAB's ads say it is. For that reason, we're going to use radio.

Frank C. McIntyre
Vice President-General Manager
KLIX Twin Falls, Ida.

* * *

Full Disclosure

EDITOR:

I was interested in your quotation from Welbourn Kelley's testimony [before the McCarran subcommittee investigating Communism, B•T, Sept. 1] as to the meaning of BBDO. I have been reading BROADCASTING • TELECASTING for a number of years now, and as far as I can recall this is the first time your publication has ever identified that agency by its full name. I suppose anyone who doesn't know what BBDO means has no business reading BROADCASTING • TELECASTING.

John W. Willis
Washington, D. C.

[EDITOR'S NOTE: B•T does not wish to be obscure, but other news would be crowded from the magazine if Batten, Barton, Durstine & Osborne were written out in every story mentioning that agency.]

* * *

Ghost Story

EDITOR:

. . . an excellent article ("TV Specter Can't Bite," B•T, Sept. 1) and particularly timely now that agencies and national advertisers are being promoted by the networks to ask reductions in evening rates all along the line. . . .

Arch Shawd
President
WKBZ Muskegon, Mich.

"HE'LL stuff in those GLADIOLA biscuits until he can just hardly see . . ." Ah, the lilt in those honeyed words! This has been the basic pitch for GLADIOLA Flour on WFAA — and for fifteen years it's stirred the heart of the housewife who stirs up those light, fluffy GLADIOLA biscuits.

Fifteen years ago, the Fant Milling Company — millers of GLADIOLA — was a husky country youngster with lots of vision, plenty of courage, and an excellent product to sell.

"Lady, your man'll love Gladiola biscuits!"

news and whoop-de-do help Texas housewives agree . . .

In 1937, the opener was a five-minute WFAA newscast. Today, our regular noon news across the board is GLADIOLA news — has been for many years! Add to this a walloping whoop-de-do known as the Saturday Night Shindig, 30 minutes once a week, in its eighth year! Then, another 4 shows a week with Murray Cox, WFAA Farm Editor, for SUNGLO Feeds.

Results? Today, more Texas housewives buy GLADIOLA flour than any other family flour!

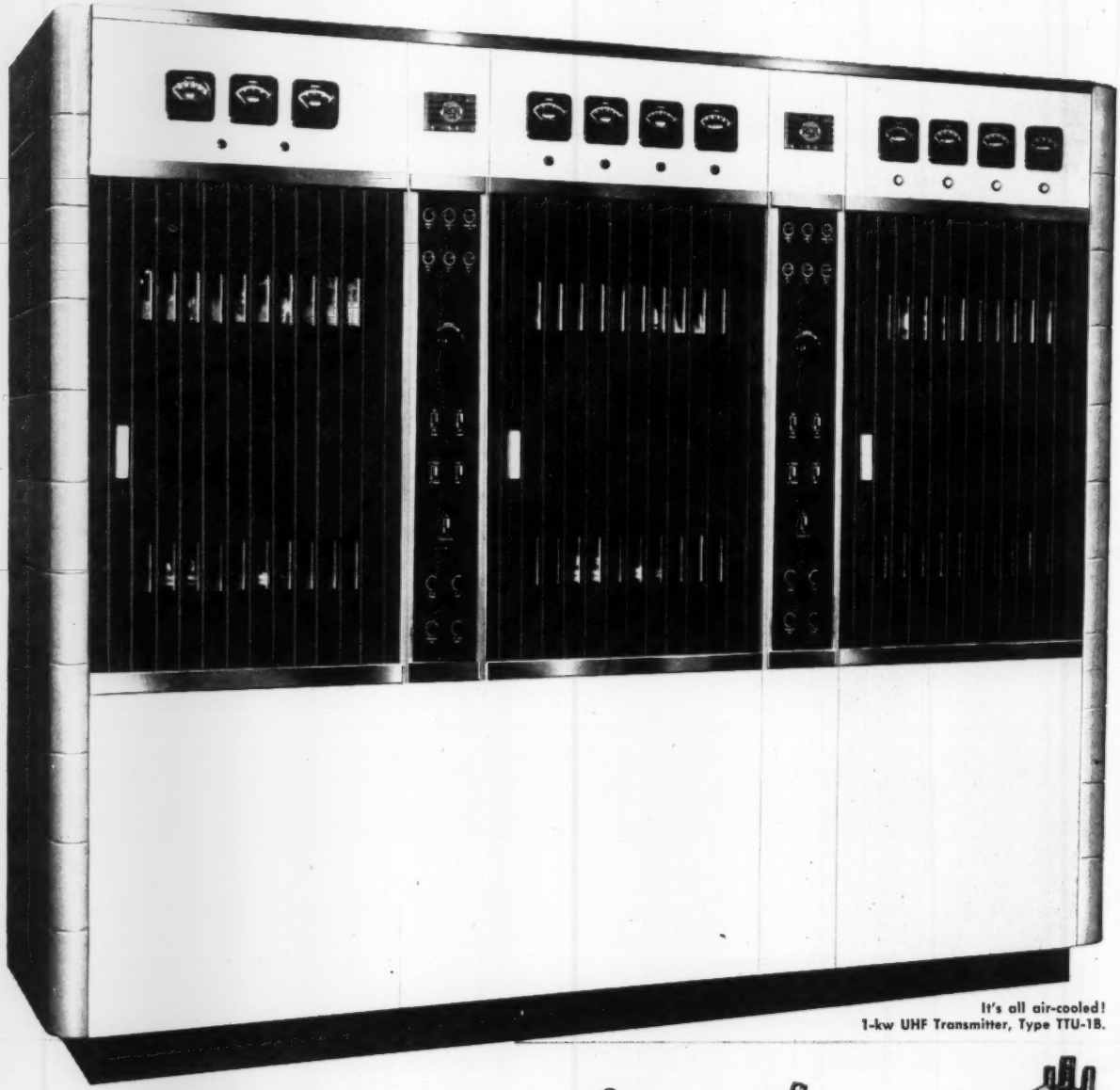
Success? The Petry man sells it. Its call letters are WFAA!

WFAA
820
DALLAS
NBC-TQN AFFILIATE

WFAA 820 DALLAS our 30th year

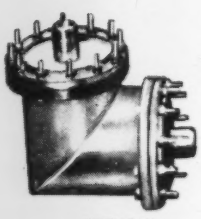
EDWARD PETRY & CO., NATIONAL REPRESENTATIVES • ALEX KEESE, *Station Manager* • RADIO SERVICE OF THE DALLAS MORNING NEWS

Complete "Package"



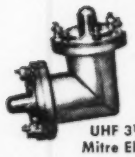
It's all air-cooled!
1-kw UHF Transmitter, Type TTU-1B.

UHF
Spring Hanger



UHF 6⅛"
Mitre Elbow

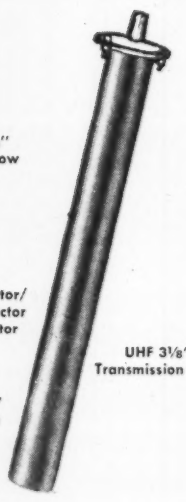
UHF 6⅛"
Transmission Line



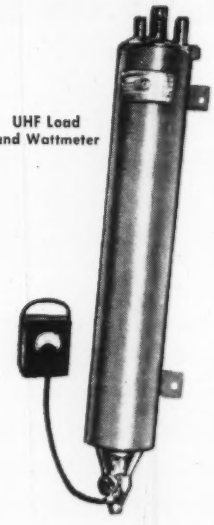
UHF 3⅛"
Mitre Elbow

UHF Connector/
Inner Conductor
and Insulator

UHF 3⅛"
Gas Stop



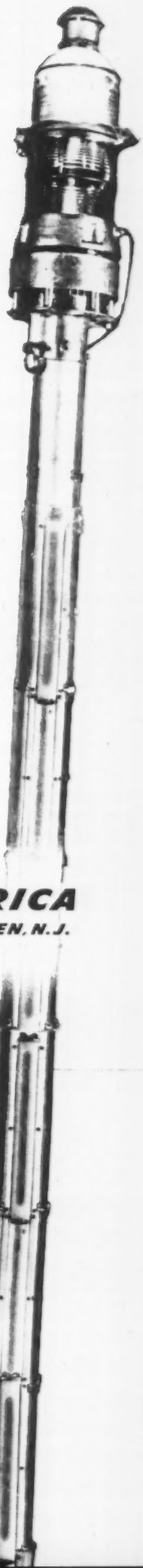
UHF 3⅛"
Transmission Line



UHF Load
and Wattmeter

XUM

for UHF Transmitter Plants



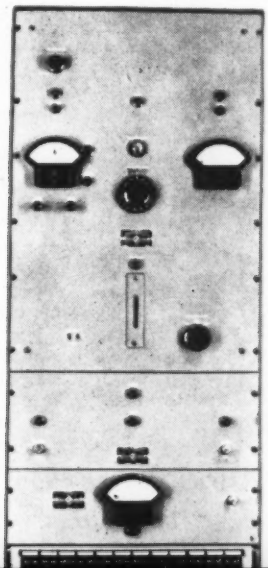
WITH THE UHF EQUIPMENT and accessories illustrated here, you can build a 1-kw UHF plant capable of delivering up to 20 kw, ERP. RCA has the transmitter. RCA has the antenna. RCA has the indispensable accessories needed to complete the installation—transmission line, mitred elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulation monitors, filterplexers, etc. In short, everything—from ONE responsible manufacturer!

What about a power increase later? The 1-kw transmitter can be used to drive an RCA 10-kw high-power amplifier.

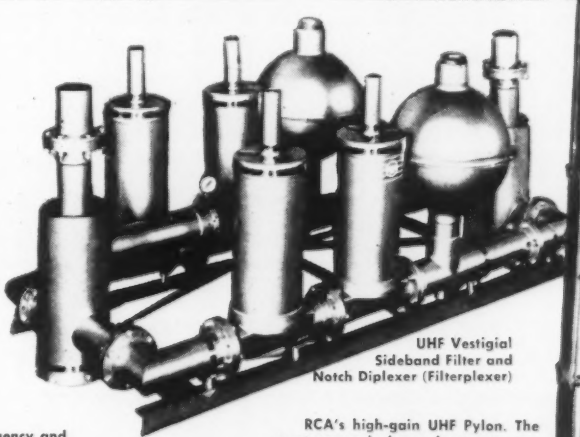
Like this 1-kw package, RCA has UHF combinations to meet power requirements—up to 1000 kw! Your RCA Broadcast Sales Representative can tell you what you'll need for the power you use—show you a practical plan for a minimum outlay. Call him today.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

EVERY TECHNICAL ACCESSORY FOR A UHF TRANSMITTER PLANT



UHF Frequency and Modulation Monitors



UHF Vestigial Sideband Filter and Notch Diplexer (Filterplexer)

RCA's high-gain UHF Pylon. The most economical way known to produce high ERP.

Like salt goes with pepper

Fast, profitable results and W-I-T-H go together just as naturally as salt and pepper. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

BROADCASTING

Vol. 43, No. 11 SEPTEMBER 15, 1952

ABC'S RATE CUT PLAN

Reportedly Follows CBS Radio, NBC

By RUFUS CRATER

ABC was reported set last week to follow the lead of CBS Radio and NBC by cutting its evening radio time charges an average 25% while boosting Mon.-Fri. daytime rates 5% but adjusting afternoon discounts to keep those charges at current levels. Morning costs go up about 5%.

The blueprint also was said to call for a straight 15% cut in the network's rate of compensation to its affiliates. This is the same figure set by CBS Radio and one percentage point above that proposed by NBC.

Top officials whipping the plan into shape were understood to be planning to put affiliation-contract amendments and explanatory letters into the mails to affiliates over the weekend, in hope of securing station approvals within a week and of effectuating the changes Oct. 1.

NBC Gets Acceptances

While ABC was in the process of becoming third of the four national radio networks to revise its rates-and-discount structure, NBC was beginning to get back from its affiliates acceptances of the plan presented them a week ago calling for similar changes [B•T, Sept. 8]. NBC officials hoped to have signed contracts from "substantially all" of their affiliates by tonight (Monday), and to put their plan into effect Sept. 29. CBS Radio's plan became effective Aug. 25.

As NBC officials awaited complete returns from affiliates (text of NBC rate letter, this page), anticipating no major turndowns, critics leveled fire on effects of the plan's extension of "contiguous rate" benefits to nighttime programs of daytime strip advertisers.

Although affiliates at the network's Chicago "rate convention" the preceding week had felt the new contiguous plan "can't hurt us," because any business it attracts will be new, critics last week sharpened their pencils and figured the affiliate's "take" on a daytime strip program would be reduced considerably beyond his casual expectation for any day in which the advertiser added a nighttime program.

For instance, they said: An advertiser sponsors a quarter-hour daytime strip. Under NBC's revised station compensation plan, the affiliate's revenue from the network is cut back a straight 14%. But if the daytime strip advertiser adds, say, a weekly half-hour nighttime program, then, through the workings of the contiguous benefits plan, the affiliate's compensation for the quarter-hour daytime program on that particular day is reduced not by the straight 14% figure but by a total of 41.67%. On the advertiser's nighttime half-hour, these arithmeticians estimated, the affiliate's reduction will amount to a total of 23.55%, rather than the straight 14%.

Mutual, meanwhile, gave no indication it intended to move on the rate question immediately, although it was conceded that as a competitive matter changes would be invoked. There was some speculation final action might not come before Sept. 30, when MBS' board meets.

William H. Fineshriber Jr., Mutual executive vice president, asserted that "we are studying the situation very carefully—we are not going to get panicky." He said the network has "many figure studies under way, but we have reached no decision yet."

ABC's plan, like those of CBS Radio and NBC, would achieve an average of about 25% reduction in evening radio time charges by increasing discounts rather than by cutting the published rate—although straight rate cuts of as much as 35 and even 45% were at one point considered.

Points at Divergence

Other features of the proposal were understood to contain several divergencies from the plans advanced by other networks, however. Among these were said to be:

(1) Revision in Sunday afternoon discounts to bring the advertiser's cost for these periods down to a level approximating those of NBC and CBS Radio.

(2) Extension of the present daytime "vertical contiguity" rates to include nighttime programs of the same sponsors, but on a more liberalized basis than the new day-night contiguous rate plan advanced by NBC.

(3) Increased weekday afternoon discounts to be made applicable to Saturday morning time, so that Saturday morning and Saturday afternoon charges become equal.

(4) Where NBC and CBS Radio boosted daytime card rates 11.1% to restore the 10% rate cut effectuated in 1951, ABC's 5% boost in daytime rates puts this portion of the ABC card 5% ahead of its pre-1951 level. This results because CBS and NBC achieved the 1951 reductions by a straight 10% cut in rates, while ABC (along with Mutual) made equivalent cost reductions through increased discounts but left the gross rates unchanged.

Under the ABC plan, it was learned, affiliates will share in the benefits of the boost in both morning and afternoon rates as well as

(Continued on page 36)

FULL TEXT OF NBC LETTER TO AFFILIATES ON RATES

TEXT of letter sent by NBC to its radio affiliates last week spelling out proposed changes in the network's rate-and-discount structure [B•T, Sept. 8; also see story this page]:

"Gentlemen:

"Reference is made to the agreement between us for affiliation of station with the NBC radio network. This letter will constitute an amendment to such agreement effective when signed by both you and us.

"1. The network station rate for such station for periods between 8 a.m. and 6 p.m. is increased 11.11% (computed to the nearest dollar on a one hour basis) effective on the effective date of this amendment (subject to usual rate protection to advertisers). However, in view of the overall adjustments to advertisers, such increase will not be included in computing station compensation for any network commercial programs broadcast on such station.

"2. The station compensation for such station for all network commercial programs broadcast on such station on and after the effective date of this amendment shall be reduced by an amount equal to 14% of the station compensation otherwise computed in accordance with the affiliation agreement as amended.

"3. An advertiser using two or more non-contiguous periods of time of at least 15 minutes each for network commercial programs on such station on any one day may be given the benefit of the rate for such periods of time which such advertiser would have had if such periods of time had been contiguous, provided such advertiser purchases at least one such period of time for a minimum of five (5) consecutive days per week. In applying this provision, the periods of time of such advertiser on such day will be added together to determine the total time of such advertiser on such day. The rate applied to such total time will be the rate provided in the affiliation agreement for a program of the total duration of the separate periods. If the separate periods occur in different time classifications (such as day and evening) the charge for the period in each classification will be in the proportion that the amount of time in such classification bears to the total amount of time. (e.g., an advertiser buys a morning half-hour period Monday-Friday and a night half-hour period on Wednesday. The total time on Wednesday is one hour and therefore the gross rate applicable to the advertiser is 100% of the hour rate. Since half of the time is at night and half in the morning, the rate applicable to the advertiser for the Wednesday evening half-hour is 50% of the evening hour rate and the rate applicable to the advertiser for the Wednesday morning half-hour is 50% of the daytime hour rate). Computation of station compensation as provided in the affiliation agreement as hereby amended shall reflect the application of the contiguous rate where an advertiser is given the benefit of the contiguous rate pursuant to the foregoing.

Very truly yours,
National Broadcasting
Company Inc.

By .....
Vice President

"Accepted and agreed
"This .... Day of September, 1952
"By ....."

CITRUS BUY

Set for 17 Markets

FLORIDA Citrus Commission approved purchase of a new radio program for use in 17 southern markets at a meeting Wednesday in Lakeland, Fla.

The 15-minute program, to be aired three times weekly, features a men's quartet singing folk songs, spirituals and hymns. Program's title was not disclosed.

J. H. (Jack) Forshew, Lakeland representative of J. Walter Thompson Co., which handles the account, said the program is "wonderfully suited" for the southern area. The Commission already has authorized $50,000, or a quarter of its budget, to the southern and south central area, which represents a quarter of its market.

The 17 markets will be at Atlanta, Augusta, Ga.; Birmingham, Jackson, Miss.; New Orleans, Shreveport, Greenville, S. C.; Charleston, S. C.; Greensboro, N. C.; Raleigh, Memphis, Knoxville, Nashville, Chattanooga, Houston, Dallas and San Antonio. Stations will be announced in about 10 days. Only six southern markets were used last year.

Don Francisco, J. Walter Thompson Co. vice president from New York, who was at the Lakeland meeting, termed the program as the best buy. David Corey, also present from the agency's New York office, said plans are under way for additional spot radio advertising east of the Mississippi.

The Commission revealed its *Happy's Party*, Saturday morning TV show for children, originating in Pittsburgh to four markets, will cost $48,179 for its 17-week test period Nov. 6 to Dec. 27, with test and production costs $1,000 a week.

Commission manager Robert C. Evans and Mr. Francisco said the citrus group has an option to continue the TV puppet show in 13-week periods, with production costs to rise to $1,500 a week live or $5,000 on film. The Commission has an option to buy the show outright before July 1, 1954, for $350,000, Mr. Evans said.

FRANKLIN M. DOOLITTLE (l), president, WDRC-AM-FM Hartford, Conn., and Elliott M. Sanger, executive vice president, WQXR-AM-FM New York, sign agreement by which WQXR programs will be aired on WDRC-FM (see story, page 71).

RENEWS LICENSES

'Racing' Doubt Cleared

LICENSES of a group of stations put on temporary license early this year because of horserace programs were renewed Wednesday by the FCC. The licenses were removed from the hearing docket following evidence racing programs had been discontinued or curtailed.

Stations receiving renewals were KWKW Pasadena, Calif.; KJBS and KSAN San Francisco; KVSM San Mateo, Calif.; WWPB-FM Miami, Fla.; WAAF-FM Chicago; WLAP Lexington, Ky.; WITH Baltimore; WBNX New York; WGPA Bethlehem, Pa.; WRIB Providence, R. I.

The FCC also removed from hearing and granted application by WMIE Miami, Fla., for license to cover CP. It granted petitions of KLAC-TV Los Angeles, and WPIX (TV) New York insofar as they involve removal from hearing of applications for licenses to cover CP.

Removal of the temporary license status for the 19 stations had been proposed by the FCC's Broadcast Bureau [B•T, Sept. 1]. Stations were said to have discontinued objectionable flash or running accounts of races.

Hills Buys 'Ashton'

HILLS BROS., San Francisco, will sponsor *Rush Ashton*, effective Sept. 22, on 22 CBS Radio Pacific Coast stations (4:40-4:45 p.m., five times weekly). N. W. Ayer & Son, New York, is the agency.

Kids' Show

Drawn for BROADCASTING • TELECASTING by Dick Wang

JOINS K&E

Owen & Chappell To Dissolve

OWEN & CHAPPELL Inc., New York, will dissolve and its officers and four major accounts will join forces with Kenyon & Eckhardt, New York, effective Nov. 3. The move will mean an approximate $3½ million worth of billing [CLOSED CIRCUIT, Sept. 8] added to Kenyon & Eckhardt's $39 million.

John H. Owen will become a K&E vice president and account supervisor while Charles Chappell will become a K&E consultant and vice chairman of the review board. O&C has a staff of 43 people, part of whom also will join K&E.

Effective the same date, K&E has been appointed to handle the advertising of four accounts now serviced by Owen & Chappell:

National Brewing Co. of Baltimore for National Premium and National Bohemian Beers (which spend approximately $700,000 in television); Browne-Vintners Co., New York, for White Horse Scotch Whiskey; Frankfort Distillers Corp. of New York for Hunter & Wilson Whiskies; Renfield Importers of New York for Martini & Rossi Vermouths, Piper Heidsieck Champagnes, and Remy Martin Cognacs. Other accounts of Owen & Chappell amounting to about $400,000 are looking for new agency associations.

At a news conference last Wednesday, Mr. Owen explained that "60 days ago" he didn't know anyone at K&E but at that time he decided to join forces with the agency because he believed that although his agency has had its best year last year, the rising costs made it important for a small agency to join a larger one to absorb the increase. Having great confidence in K&E, he said, he called Thomas D'Arcy Brophy, chairman of the board, explained his project and emphasized that he wanted a "good place for my people and clients and for me."

Mr. Brophy explained to the group that this was not a merger or a purchase and that "no money had passed" between the principals, but that the clients and personnel were simply joining K&E.

ETHICS BOARD

NARTB Moves on Rate Cuts

NARTB took its first major step against rate-cutting practice last week with announcement by President Harold E. Fellows that a Radio Standards of Practice Committee has been named [B•T, Aug. 25].

The committee will study revival of the broadcast standards and go into the ethical side of rate-cutting in line with a directive from the NARTB board.

Named chairman of the standards committee is John F. Meagher, KYSM Mankato, Minn. [CLOSED CIRCUIT, Sept. 1]. Other members are William B. McGrath, WHDH Boston; Carleton D. Brown, WTVL Waterville, Me.; E. R. Vadeboncoeur, WSYR Syracuse; Walter E. Wagstaff, KIDO Boise, Ida.; Clyde W. Rembert, KRLD Dallas, and William D. Pabst, KFRC San Francisco.

First meeting of the new committee will be held this autumn but no date has been announced. The session will be held prior to the NARTB Radio Board's Nov. 20-21 meeting.

The broadcast standards, adopted in 1948 following clamors from civic and educational groups, are still in effect although the charge is made now and then that radio stations are ignoring widely the provisions.

Over 90 of the 109 U. S. television stations are conforming to the TV Code that went into operation last March 1. Both member and non-member stations are eligible to subscribe. The TV Code carries a seal of approval to promote enforcement but the radio standards carry no enforcement weapon.

NARTB district meetings, now nearing the half-way point, have discussed the rate-cutting problem at length. Todd Storz, KOWH Omaha, aroused industrywide interest in a proposal that a seal plan be adopted by NARTB for stations that stick to their rates.

NADA CAMPAIGN

Radio-TV Sales Seen

THERE may be a carload of business for broadcasters in the National Automobile Dealers Assn. "get-out-the-vote" drive, according to J. Saxton Lloyd, NADA head.

The NADA has instituted a national public service program of offering transportation to and from the polls in November.

Mr. Lloyd, himself a new car dealer in Daytona Beach, Fla., said that he has urged NADA members to use all media to make sure that the public is aware of the program.

For the benefit of dealers, the NADA has prepared promotion material, including a kit containing radio spots and video slides. Mr. Lloyd believes that broadcasters would find it worthwhile to contact local NADA branches.

XUM

FIVE ADVERTISERS Launch 'Biggest' Campaigns

By FLORENCE SMALL

FIVE important advertisers will be spending more money in more radio and TV markets this fall than ever before in their respective histories, according to a special BROADCASTING • TELECASTING check of industry action last week.

Ranging the field from candy manufacturing to retail clothing, three of the quintet of sponsors will rely heavily on spots in a series of campaigns variously described by their originators as the "largest," "greatest" and "most ambitious" in their experiences. The two others will use network TV.

The clients include Robert Hall clothes, Peter Paul candy, National shoes, Scott toilet tissue, and Weston cookies.

Robert Hall has launched the "most ambitious advertising campaign" in its history to celebrate the 10th anniversary of the chain operation. The firm, which claims to be the heaviest retail user of radio advertising in the U. S., divides its overall budget, with 50% applied to radio and TV and the other half to newspapers.

Jerry Bess, vice president of Frank B. Sawdon Inc., New York, agency which services Robert Hall, reported the campaign includes spot announcements on more than 180 radio stations in 70 markets throughout the country, and said "substantial TV coverage is being added for the New York and Chicago markets."

Radio Big Factor

"We find that radio is still a most important factor in carrying the Robert Hall 'low overhead' message to millions of potential buyers in markets from coast-to-coast," Mr. Bess said. He also confided the agency had reviewed each market before renewing its radio commitments.

Advertising throughout September will concentrate on special 10th anniversary sales values, he said.

Peter Paul Inc. announced its fall and winter advertising plans, in support of Mounds, Almond Joy and the new Mounds Miniatures, emphasized a local impact.

John H. Tatigan, president of Peter Paul Inc., described the campaign as the "greatest localized-national advertising program in the history of the confectionery trade."

Highlights of the promotion include local 5-and-10-minute radio news programs plus spot announcements in approximately 150 urban and rural trading areas starting at various dates during September.

In addition, Mr. Tatigan said his firm would use television following the same basic principle by buying "home-town" spots and local participations. Maxon Inc., New York, is the agency.

National Shoe Co., 95-unit New York chain of shoe and accessory stores, is stepping up its use of all media in the biggest fall advertising push in the company's history.

The accelerated radio schedule in New York City now includes German, Spanish, and Polish broadcasts, in addition to the English and Italian schedule heretofore used. National also continues sponsorship of its 10 a.m. Sunday *Time for Adventure* children's show on WNBT (TV) New York.

Outside New York City, the fall broadcasting campaign includes Syracuse, Gloversville, Newburgh, Binghamton, Poughkeepsie, Kingston, and Peekskill in New York State plus Asbury Park and Trenton, N. J., Danbury, Conn., and Pittsfield, Mass.

Scott's $30,000 Show

Scott Paper Co., which has been absent from TV network in the past three years, effective Oct. 8 launches an estimated $30,000 weekly program entitled *Scott Music Hall* on NBC-TV (Wed., 8:30-9 p.m.). The show will have a variety format.

The budget for the television network show, it was understood, is "new" money. Firm sponsored Dione Lucas on CBS-TV about three years ago. Scott also used a short-term radio spot campaign this past summer. J. Walter Thompson, New York, is the agency.

Weston Biscuit Co., through W. Earl Bothwell (soon to be merged with Geyer, Newell & Ganger, New York), is contemplating a quarter-hour television network program for the first time in its history. The program—still in the negotiation stage—probably would be presented on part of the NBC-TV network. Final details are expected to be resolved within a fortnight.

MBS POST *Poppele Quits as Engineer VP; Johnson Succeeds*

RESIGNATION of J. R. (Jack) Poppele as vice president in charge of engineering for MBS and the appointment of E. M. (Pete) Johnson, MBS vice president in charge of station relations, as his successor, along with his present duties, was announced in New York last week.

Mr. Poppele, who also has served for the past 30 years as director of engineering for WOR New York, key MBS outlet, resigned Wednesday. He announced he will organize his own consultant firm, specializing in development and construction of new TV studios and transmitters for clients currently receiving construction permits from the FCC. WOR-TV is said to be one of his clients.

Mr. Poppele

Appointment of Mr. Johnson to absorb Mr. Poppele's duties along with his present responsibility was announced Friday. Before the integration of WOR and Mutual a few months ago, he was in charge of engineering as well as station relations.

Mr. Poppele's decision ends a relationship that began Feb. 18, 1922—four days before WOR began broadcasting. He was the station's first engineer and its first chief engineer.

In 1941, Mr. Poppele was appointed vice president and a member of the WOR board and in these capacities, he has directed WOR-AM-FM-TV and facsimile engineering projects.

Mr. Poppele is credited with being one of the outstanding broadcast engineers in the country and one who has pioneered in the various phases of the field. He was an early explorer of the possibilities of FM and one of the pioneers in broadcasting FM programs.

In recent years, Mr. Poppele has been active in designing and directing construction on several post-war projects—building of the then WOIC (TV) Washington (now WTOP-TV) and of WOR-TV's transmitter at North Bergen, N. J., and its production building, Television Square, in Manhattan.

Along with many veterans on the technical side of broadcasting, Mr. Poppele learned the A-B-Cs of wireless as a "ham" while still a teen-ager in Newark, where he was born Feb. 4, 1898.

Mr. Poppele studied electrical engineering at Newark Tech and Penn State before World War I led him into radio as a career. He served as an operator on commercial vessels and in the Army Transport Service during the war and this experience led to his affiliation with WOR in 1922.

Widely active in broadcasting and engineering circles, Mr. Poppele was one of the founders and a director of the Television Broadcasters Assn. and its president for seven years until its merger into the NARTB last year. He is also a fellow and director of the Institute of Radio Engineers, executive member of the Engineering Committee of the NARTB, president of the Radio Pioneers, charter member of the Veteran Wireless Operators Assn. and a member of the American Television Society.

Johnson's Background

Mr. Johnson, who joined the engineering department of MBS on Nov. 1, 1945, was named director of engineering the following year. He was given much of the credit for development of Mutual's "Listenability," a new engineering coverage measurement. In February 1949 he was appointed vice president in charge of engineering and station relations.

A 1940 graduate of the college of engineering at the U. of Cincinnati, Mr. Johnson served first with the FCC, starting as a monitoring officer but transferring in 1941 to the Broadcast Division of the Commission's Washington engineering department, where he became assistant chief of the Standard Broadcast Section. In June 1944, he was shifted to the operational research staff, office of the Signal Officer, War Dept., where he specialized in studies of antenna development and in propagation of radio waves.

SHOLIS NAMED

To Assist Stevenson Drive

APPOINTMENT of Victor A. Sholis, vice president and director of WHAS-AM-TV Louisville, as executive administrative assistant to Wilson Wyatt, personal campaign manager for Gov. Adlai Stevenson, was announced last Monday by the Louisville *Courier-Journal* and *Times* station.

Mr. Sholis

Mr. Cline

Neil Cline, sales director of WHAS-AM-TV, will assume charge during Mr. Sholis' absence the next two months. Mr. Cline has been sales director of the station since November 1949.

As administrative assistant to Mr. Wyatt, who also hails from Louisville, Mr. Sholis will include in his duties the supervision of the Democratic Presidential nominee's radio-TV appearances. His leave of absence is slated to terminate Nov. 10.

The name of Mr. Sholis thus is another to be added to the growing roster of radio-TV personages now active in the political campaigns [B•T, Aug. 4, et seq.]

Mr. Sholis, a political writer for the *Chicago Times* (now *Sun-Times)* in the '30s, has been director of WHAS Inc. since 1947. After service as special assistant to Harry Hopkins, former Secretary of Commerce, he became director of the Clear Channel Broadcasting Service in Washington. During World War II he served in New Guinea and the Philippines.

AT&T COST DATA

Movie-TV Groups Ask Again

NOT satisfied with the AT&T answers two weeks ago [B•T, Sept. 8], counsel for motion picture theatre-TV interests sent another formal request to the Long Lines Div. for cost information based on specifications furnished last April [B•T, April 28].

The figures are needed, it was emphasized, to prepare for the Oct. 20 accounting and engineering aspects of the FCC theatre-TV hearings.

Referring to data submitted by AT&T, based on the use of present facilities, the motion picture response stated that they were "of no value in the proceeding." Letter went on:

For the kind and quality of television our clients require and propose to make available in theatres, your existing service is wholly inadequate and unsatisfactory. Obviously if we could use, or expected to use, the existing quality of common carrier service for our system, there would be no need to request cost estimates since the data could be easily computed from your filed tariffs.

Motion picture counsel chided the telephone company for questioning whether the requirements specified were necessary or practical for theatre TV. In bristling terms, motion picture counsel said:

In the first place, a great many technical experts within and without the motion picture industry have devoted many, many years and hundreds of thousands of dollars in research on the question of what is necessary or practical for a satisfactory theatre television transmission service. In the second place, it would appear self-evident that the motion picture industry is itself best qualified to judge what type of a theatre television service should be supplied to its theatres.

In answer to the AT&T's protest that much of the equipment is not available and would have to be developed and manufactured, the motion picture counsel claimed that some of the equipment is available or nearly so and that it can be developed and some estimate made as to costs.

Letter ended with assurance that cost estimates requested need not be firm quotations, but present best estimates.

Signing document were Vincent B. Welch, Welch, Mott & Morgan, Washington, and James Lawrence Fly, Fly, Shuebruk & Blume, New York, counsel for Motion Picture Assn. of America; and Marcus Cohn, Cohn & Marks, Washington, counsel for the National Exhibitors Theatre Television Committee.

Duff Heads SWG Group

WARREN DUFF has been named chairman of the nominating committee of Screen Writers Guild by its executive board in Hollywood. Nominees are to be selected by Sept. 28 and the list mailed to SWG membership by Oct. 1. Serving on Mr. Duff's committee are Ivan Goff and Howard Green (executive board), Valentine Davies, Marvin Borowsky, Leonard Spigelgass, DeVallon Scott, Edmund Hartman, Curtis Kenyon and Adele Buffington (general membership).

COMPLETING plans for sale and syndication of new and established film properties of NBC-TV Film Div. are (seated, l to r) Dan Curtis, salesman; Richard Cahill, Midwest sales supervisor; John B. Cron, national sales manager; Robert W. Sarnoff, vice president in charge of Film Div.; Stan Osgood, film production manager; Len Warager, Eastern regional sales manager, and Bill Grainger, salesman; standing, H. Weller Keever, salesman; Stan Yentes, traffic manager; Jack Kiermaier, assistant to Mr. Osgood; Robert Anderson, financial analyst; Jim Fuchs, sales trainee, and John Burns, salesman.

SMPTE MEET

TV Papers Include NTSC Report

SERIES of television meetings will feature the 72d semi-annual convention of the Society of Motion Picture and Television Engineers, meeting Oct. 6-10 at the Statler Hotel, Washington.

Group of papers, arranged by the SMPTE Papers Committee, will cover visual and sound techniques used in television. Joseph E. Aiken, Naval Photographic Center, Washington, is chairman of the program committee.

R. D. Chipp, DuMont Television Network, will present a paper at the opening session on film projection with image orthicon cameras, reciting experience gained in a 10-month experience at WABD (TV) New York. Frank Gillette and Louis Raitiere, General Precision Lab., New York, will discuss TV camera lens of variable focal length, described as having many superior features.

NTSC Data Slated

Work of the National Television Systems Committee in color TV, along with recommendations, will be presented by A. V. Laughren, Hazeltime Corp. J. E. Hayes, Canadian Broadcasting Corp., will describe television facilities of Canadian Broadcasting Corp.

Influence of echoes on TV transmission will be explained by Pierre Mertz, Bell Telephone Labs.

The Tuesday television program includes a review of work on dichroic mirrors and their light-dividing characteristics by Mary Ellen Widdop, RCA Victor Division. Ralph E. Lovell, NBC Hollywood, will describe time-zone delay of TV programs by use of kinescope recording, based on 35mm film for the picture and magnetic recording for sound. The technique is said to insure high-quality reproduction.

Mr. Lovell and Robert M. Fraser, also NBC Hollywood, will discuss devices employed in the kinescope recording process including exposure control devices and sitometric control. The devices are said to take much of the guesswork out of kinescope recording.

John S. Auld, of the Signal Corps Photo Center, Long Island City, N. Y., will demonstrate the Signal Corps mobile television system, designed to explore utilization of TV as a tactical and training medium in the Army. TV cameras will be placed in the street near the trucks containing equipment and receivers will be distributed through the SMPTE meeting room. A 6x8 foot projection receiver is included.

Lighting of live motion pictures for television will be illustrated by Karl Freund, of Desilu Productions, Hollywood. Ferenz Fodor, of Filmcraft Productions, Hollywood, will explain a camera control system permitting motion picture cameras to be cut in and out of line as needed during filming of such shows as *You Bet Your Life* and *Two for the Money*. The process has a sync marking cue-track system simplifying film editing.

Sessions on film processing and an international symposium on high-speed photography are scheduled during the convention. Maintenance of 16mm equipment along with sound recording and reproduction sessions are scheduled. Concluding session Oct. 10 will deal with magnetic striping of film.

RCA Thesaurus Series

RCA THESAURUS' annual football continuity series, *Pigskin Parade*, was sent to the transcription library's subscribers last week. First of the program's 10 quarter-hour scripts is scheduled to be launched Sept. 27.

FISHER NAMED

Succeeds McLaughlin at ABC

JOSEPH FISHER, sales manager of WENR-TV Chicago, has been appointed manager of national spot sales of ABC's Central Division, succeeding the late Roy W. McLaughlin, who died last month [B•T, Sept. 1].

Mr. Fisher, who was named WENR-TV sales manager last April, will retain his present title for that station. He will direct local TV sales activity in Chicago and Milwaukee not covered by Blair TV Inc., named to represent nationally WENR-TV and WXYZ-TV Detroit [B•T, Sept. 8].

With ABC since 1943, Mr. Fisher joined the network's guest relations department before entering the service in 1944. He returned to the department in November 1946 and joined ABC-WENR spot and local radio sales in February 1947. Two years later he assumed similar duties with ABC-WENR-TV. Last April he was named sales manager.

72-76 mc Report

TECHNICAL background report was released by FCC last week pertaining to the Commission's proposed rule-making proceeding to establish a new policy governing the assignment of certain non-broadcast fixed stations in the 72-76 mc band [B•T, Sept. 8]. Titled "Potential Interference From Operational Fixed Stations on 72-76 mc to Television Channels 4 and 5," the study was prepared by Arnold G. Skrivseth, chief, Technical Standards Branch; Harry Fine, chief, Low Frequency Propagation Branch, and William C. Boese, chief, Technical Research Div., and assistant chief engineer, all of FCC's Office of Chief Engineer. Copy of the study, T.R.R. Report No. 5.3.5, will be made available by the Commission to interested parties. FCC's proposed new rules make the non-broadcast stations involved responsible for alleviating interference to TV reception.

XUM

TOA SIZES UP ITS TV PROBLEMS

At D. C. Convention

By J. FRANK BEATTY

THE nation's major theatre operators, heartened by signs attendance is on the upgrade, open their annual convention in Washington today (Monday) with many exhibitors interested in ways to live with television.

Over 600 members of Theatre Owners of America and guests from related industries are assembling at the Shoreham Hotel to tackle major problems affecting their commercial lives.

Owners of TV stations, holders of construction permits for new TV outlets and over a half-hundred station applicants come from the theatre industry's ranks. Mitchell Wolfson, president of WTVJ (TV) Miami and operator of Wometco Theatres, is president of the theatre association, with Gael Sullivan, executive director. Charles P. Skouras, National Theatre Amusement Co., is board chairman and S. H. Fabian, Fabian Theatres, chairman of executive committee.

Several critical theatre industry problems involving Washington legislative and regulatory agencies will dominate the convention agenda, a factor that influenced TOA in holding meetings right at the source of many difficulties facing 700 exhibitors representing 10,000 theatres.

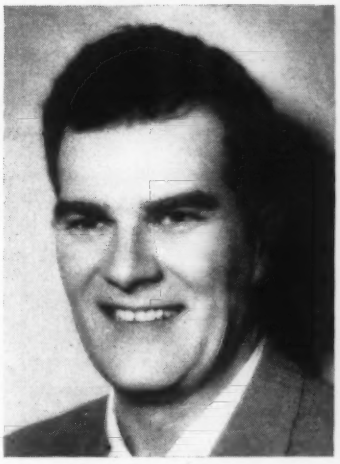
Seek Tax Repeal

High on the list of TOA projects is the industry-wide campaign to obtain repeal of the 20% federal amusement tax. This hatchet over the heads of exhibitors is a relic of World War II that legislators haven't seen fit to remove. TOA has a committee working on the subject and its individual members are working at the grassroots level to acquaint congressmen and Senators with their story.

Next, TOA members are interested in television and what to do about it. Many exhibitors are applicants for TV stations; several own existing TV outlets, and several recently approved applications have theatrical interests represented in their ownership.

An important discussion will center around the future of theatre television, with four-score theatres in 50 cities already equipped to project TV programs. Consensus of exhibitors is that theatre TV is in its infancy. They cite fast growth in the past year along with proposed development of "selective communications" such as sales meetings.

As to TV's impact on the box-office, exhibitors have not scheduled this subject as a major item on the convention agenda. The matter probably will come up in informal panel and corridor discussions, judging by past TOA meetings. Most exhibitors accept television as a rival consumer of the public's time and money. Having discovered that TV's arrival in a community isn't fatal to sound theatre enterprises, exhibitors are meeting competition by improving their service to the public. Results have been more encouraging than most exhibitors might have believed three or four years ago.



Mr. SULLIVAN
. . . is executive director

* * *

Mr. WOLFSON
. . . heads theatre group

* * *

Another problem with a Washington source is the Dept. of Justice suit to compel sale of 16mm films to television. Most exhibitors feel the government was peddled a bill of goods when it filed this and they figure some fancy politicking is involved.

Finally, TOA delegates will devote attention to purely exhibitor problems such as arbitration methods in the distribution of films and rising operating costs.

Starting with Sunday committee meetings, the TOA convention will wind up Thursday night with the President's Dinner. Attendance of more than 700 is expected at this dinner, to be addressed by Eric Johnston, president of the Motion Picture Assn. of America.

An important feature of the week's proceedings will be the trade show, featuring exhibits of equipment and services. A lineup of entertainment features has been arranged for delegates, guests and their families. Attendance includes theatre managers, exchange employes, film salesmen, bookers, office managers and key executives from allied entertainment fields.

Today's entertainment program includes Southern Hospitality Brunch and a film premiere. Topping Tuesday's entertainment is a cruise to Mount Vernon, with a fashion show and lunch for women. A seafood dinner is slated Wednesday and the Thursday dinner winds up the convention program.

Women guests are invited to the White House Wednesday morning to meet President and Mrs. Truman in the Rose Garden. They will be taken on a tour of the White House and embassies.

Presidents of leading Hollywood film studios have been invited to the TOA meeting. The list includes Harry M. Warner, Warner Bros.; Milton R. Rachmil, Universal; Arthur B. Krim, United Artists; Nicholas M. Schenck, Loew's; Spyros P. Skouras, Twentieth Century-Fox; Herbert J. Yates, Republic Pictures; Ned E. Depinet, RKO Radio Pictures; Barney Balaban, Paramount; Harry Cohn, Columbia; Steve Broidy, Allied Artists.

Members of the FCC have been invited to take part in a number

(Continued on page 56)

Movie and Allied Interests Owning or Seeking TV Stations

EXHIBITORS and related theatrical groups will become an important segment of the TV station ownership industry, should their applications receive FCC approval.

More than 60 applications for TV stations have been filed by theatrical interests, according to an analysis of FCC records by BROADCASTING • TELECASTING.

In addition, several existing stations are owned by theatrical interests and some recent FCC grants of TV construction permits have theatrical representation in ownerships.

List of TV station applications, construction permits and existing stations, based on a study of FCC records, follows:

[At the end of each application listing is city priority status (group and number) by which FCC will handle that application, as set forth in the Commission's temporary processing procedure [B•T, May 26, April 14]. Applications in Group A-2 (no present service) and Group B (various degrees of service, divided into sub-groups B-1, etc.) are being processed concurrently. All Group B cities are numbered consecutively, without regard to sub-group numbers. Other abbreviations: vhf—very high frequency; uhf—ultra high frequency; ERP—effective radiated power; kw—kilowatts.]

EXISTING STATIONS

CHICAGO—WBKB (TV) owned by **United Paramount Theatres** (negotiations pending for transfer to CBS).

LOS ANGELES—KTLA (TV) owned by **Paramount Pictures.**

MIAMI—WTVJ (TV) owned by **Wometco Theatres** (Mitchell Wolfson), also holds interest in Florida-Georgia Television Co., TV applicant for Jacksonville, Fla.; Orange Television Bcstg. Co., for Tampa, and Piedmont Electronics & Fixture Co., for Charlotte, N. C.

UTICA, N. Y.—WKTV (TV) owned by **Kallet Theatres.** (Also applicant for Buffalo, N. Y.)

TULSA—KOTV (TV) half-owned by **J. D. Wrather Jr.,** president and 50% owner of Jack Wrather Productions, and president and 60% owner of Wrather TV Productions, both Los Angeles.

CP GRANTS

HONOLULU—Hawaiian Bcstg. System Ltd. (KGMB), vhf Ch. 9, ERP 107 kw [B•T, Aug. 11, July 21]. Stock owned by **Consolidated Amusements Co. Ltd.** (56%), Honolulu Star-Bulletin Ltd. (24%) and Corporation of President of Church of Jesus Christ of Latter Day Saints (20%).

PEORIA, Ill.—West Central Bcstg. Co. (WEEK), uhf Ch. 43, ERP 170 kw [B•T, Sept. 1, July 14]. Principals include **C. B. Akers,** 25% stockholder in **Theatre Enterprises Inc.,** Dallas (owns theatres in Kansas, Missouri, Nebraska, New Mexico and Texas) and 5.3% stockholder in **Video Independent Theatres Inc.,** Oklahoma City (owns theatres in Oklahoma and Texas), 3% in grantee.

ROCKFORD, Ill.—Winnebago Television Corp., uhf Ch. 39, ERP 15.3 kw [B•T, July 14]. Half-owned by **H&E Balaban Corp. (Harry and Elmer Balaban,** president and assistant secretary-treasurer of applicant, respectively), which owns theatres in Illinois and Michigan. **Irwin, Rosalind and H. W. Dubinsky (River Lane** outdoor theatre) own other 50% of applicant.

SPOKANE, Wash. — KXLY-TV, vhf Ch. 4, ERP 100 kw [B•T, July 21]. Principals include **Bing Crosby,** 47.6% owner, and KXLY, 50% owner.

TV APPLICANTS

ARIZONA

PHOENIX — Maricopa Bcstrs. Inc. (KOOL), vhf Ch. 10, ERP 316 kw [B•T, July 7]. President and 85% stockholder is **Gene Autry,** motion picture, radio and TV star, who also is principal in Old Pueblo Bcstg. Co. (KOPO), TV applicant for Tucson. City priority status: Group B-4, No. 200.

TUCSON — Old Pueblo Bcstg. Co. (KOPO), vhf Ch. 13, ERP 316 kw [B•T, July 7]. Principals include **Gene Autry,** motion picture, radio and TV star, 48% stockholder, also president and principal of Maricopa Bcstrs. Inc. (KOOL), TV applicant for Phoenix. City priority status: Group A-2, No. 91.

ARKANSAS

LITTLE ROCK—Great Plains Television Properties, uhf Ch. 23, ERP 17.4 kw [B•T, Aug. 25]. Owned by **Transcontinental Properties Inc.** Principals of Transcontinental Properties Inc. include **Herbert Scheftel,** president and 19% stockholder in **Telenews Productions Inc.** and part owner of various newsreel theatres, president and 25% stockholder; **Alfred G. Burger,** executive vice president and 16% stockholder

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POSTMASTER, PLEASE BE CAREFUL

By BEN LUDY
General Manager, WIBW Topeka and KCKN Kansas City, Kan.

WIBW began using direct mail 16 years ago. Top panel shows the first four in 1937. Desk ruler, lower right, was first "three dimensional" mailing.

SECOND year started with announcement of promotion of Ben Ludy from assistant manager to manager. Other early mailings are shown.

NEW Problems, new formats. Boxed mailings like this tea strainer, and pull matches were refinements of earlier folder format, proved successful.

FOUR of most effective mailings, judging on basis of reply cards returned and number of extra gadgets requested, are shown in this group.

THE MAN who presented himself at the offices of our advertising agency was obviously a business executive and also obviously curious. He introduced himself as the president of a large nail polish company.

"Would you mind telling me," he asked politely, "why on earth a radio station wants several thousand bottles of red nail polish?"

Although this incident happened in the early 1940's, the explanation of why a radio station (you guessed it—WIBW) needed a large quantity of nail polish goes back even further. The story really begins on a spring day in 1937, when several hundred executives in advertising agencies and advertising departments looked at their mail.

In that mail was a large envelope inscribed, "Enclosed is a small, useful gift—plus some valuable facts about how to sell Kansas!" The envelope contained a four-page folder, and attached to the folder was a plastic desk ruler. On the ruler and the folder were printed these words: "By the yardstick of LISTENERS . . . WIBW is TOPS!"

This was the first of WIBW's three-dimensional direct mail pieces—the first in a long and consistent campaign that is still maintained today. The idea of three-dimensional direct mail was originated for WIBW by our advertising agency, The Carter Advertising Agency of Kansas City, and through the years The Carter Agency has continued to create and prepare for WIBW an average of six three-dimensional mailings a year. Refinements and additions to the original formula have developed, but the basic idea steadfastly remains the same.

A WIBW three-dimensional mailing consists of a printed piece (box, folder or other form) *plus* a "gadget." The gadget is completely integrated with the rest of the mailing and serves to illustrate a specific sales point we want to make about WIBW. For example, when we used plastic holders—to hold hot ears of corn—in a 1946 mailing, the copy tie-in was, "There's No Kansas Selling Problem too Hot for WIBW to Handle."

During the early years of the campaign, a single gadget was attached to each mailing, and no offer of free "extras" was made. About 1939 we began the practice (still continued) of sending extra gadgets free of charge to those requesting them. A postage-free business reply card attached to the mailing gives the recipient an opportunity to send for extra gadgets and/or to inquire about WIBW time availabilities. We think that the offer of extras both creates goodwill for WIBW and gives us a chance to check on the attention-getting power of our mailings.

Since WIBW did pioneer in this type of direct mail advertising, the early mailings not only caused considerable excitement but resulted in some unusual—and amusing—situations. The incident of the red nail polish is just one. As you may have guessed, the polish was purchased for a mailing, in a quantity sufficient to take care of both initial needs and anticipated requests. In those days the use of such products for promotional purposes was still very rare and the company president, being unaware of the real purpose of the order, evidently felt that he might have been overlooking a market opportunity—red nail polish for radio stations!

Since every executive is deluged with mail, one of the problems of any direct mail program is to make sure, first, that the mailing gets to the executive's desk and, second, that he opens and reads it. We have always been proud that so many people on our mailing list have written to say, in effect, "Over my desk pass countless mailing pieces, but yours is one of the few which do not go into the wastebasket."

An integral part of the WIBW campaign has been to produce mailing pieces that are well worth reading, and we have also made every effort to see that each mailing looks interesting, so that the busy executive will be encouraged to open it. As the WIBW direct mail campaign snowballed during the late 30's and early 40's, our

(Continued on page 102)

WOV-WHOM TEAM UP

(Also see story on WBML-WNEX Joint Application, page 79)

IN WHAT is considered a highly significant move, two major competitors in New York's foreign-language broadcasting field teamed up last week to (1) coordinate their radio programming, and (2) jointly apply for a television station.

The alliance brought WOV and WHOM—independents and veteran foreign-language stations — together on a blueprint to broaden their combined program services to specialized radio audiences while their respective owners joined in an FCC application for a TV outlet which they would own on a 50-50 basis.

The announced plan for a joint TV application added impetus to the already developing pattern of "marriage of applicants" whereby local radio stations combine forces, for reasons of economics or channel scarcity, in seeking TV outlets.

The WOV-WHOM television application, prepared by the Washington law firm of Cohn & Marks and expected to be filed with FCC this week, will seek the only vacant commercial channel allocated to New York—uhf Channel 31—which the City of New York (WNYC) also is seeking. It is the only uhf commercial channel in the area, where seven vhf stations currently operate and one non-commercial uhf channel has been allocated.

The proposed TV station would be owned in equal shares by the Fortune Pope interests, which own WHOM and also publish the influential *Il Progresso Italo-Americano*, and the present WOV ownership, which includes President Richard E. O'Dea, Executive Vice President Ralph N. Weil, and Vice President and Program Director Arnold Hartley.

Their announced plans promised a "cosmopolitan" program service "differing in its entirety from that now offered to New York area viewers." A substantial portion of the programs would be presented live, under the plan, with these "balanced by film features not currently available to New York viewers." They said WOV's Rome office has been arranging rights for such features from Western European producers and itself has started production of short subjects directed at specialized audiences.

Programming also would be directed at other important audience groups in addition to the Italian, in which both WOV and WHOM have long been interested, and music as "the international language" would be stressed through a number of features.

The stations' radio programming plans provide for WOV to continue to emphasize Italian-language programming and to add evening hours in this language while WHOM develops its early-morning and Sunday Italian time but otherwise gives primary attention to Spanish, Polish, German, and Negro programs.

No change in the ownership of the respective stations is contemplated.

Effective today (Monday), WHOM will start Italian programming at 7:30 a.m. and continue until 9:30 a.m., at that time advising Italian listeners to tune to WOV for further programs directed toward them. WOV's Italian programming will run from 9:30 a.m. until at least 8 p.m., at the conclusion of which WOV will advise its audience to tune WHOM for further Italian fare at 7:30 a.m. the next day.

WHOM also will carry Italian broadcasts on Sunday from 9 a.m. to 7:30 p.m., with features produced by WOV facilities in Italy being made available for WHOM's use during this period.

Weekdays, WHOM is expanding its Spanish and Negro programs, which will extend from 2 p.m. to 1 a.m. During the morning, Polish and German segments will be increased.

The tie-up also extends to *Il Progresso*, of which WHOM President Fortune Pope is publisher. The newspaper, described as largest Italian-language daily in the U. S., and WOV will share news-gathering facilities for augmented Italian news coverage on WOV during the weekend and on WHOM on Sunday. *Il Progresso's* Rome bureau and WOV's short-wave monitoring setup will be used. Additionally, WOV will use the newspaper for promotional campaigns and the newspaper will feature WOV Italian-language promotion.

PETRY SHIFT

New Executive Posts Announced

REALIGNMENT of the top executives of its radio and television divisions has been accomplished by the Edward Petry & Co., station representation firm, coincident with its appointment to handle sales for ABC's WJZ-AM-FM-TV New York, KGO-AM-FM-TV San Francisco, and KECA-TV Los Angeles [B•T, Sept. 8, 1].

Henry E. (Hanque) Ringgold, a vice president and director of the company and also general sales manager of the AM div., has been named to the general sales managership of the TV div., while Larry Fields, formerly his assistant, has been appointed to succeed him as general sales chief for radio, it was understood last week.

In his new post, Mr. Ringgold succeeds Douglas MacLatchie, who has moved to the television sales staff for more direct concentration on active selling.

The changes became effective about Sept. 1.

The Petry organization's acquisition of sales representation for ABC's New York and San Francisco stations, as well as its Los Angeles television property, also became effective on that date. At the same time John Blair & Co. was named by ABC to represent its WENR Chicago and WXYZ Detroit, while Blair-TV took on representation of WENR-TV and WXYZ-TV. Arrangements for representation of ABC's only other owned station—KECA Los Angeles—had not been completed last week.

Opposes McFarland

RUNNING against Sen. Ernest W. McFarland (D-Ariz.), Senate majority leader and author of the McFarland Bill (S 658) amending the Communications Act [B•T, July 21], is Barry Goldwater, Phoenix department store owner. Mr. Goldwater won the GOP nomination from Lester Kahl, Tucson contractor.

HENRY LADNER

Former NBC VP Dies

HENRY LADNER, 51, president of Ballantine Labs. Inc., Boonton, N. J., and formerly administrative vice president of NBC, died Wednesday in Morristown, N. J., General Hospital.

Mr. Ladner was a native New Yorker who was graduated with an electrical engineering degree from Brooklyn Polytechnic Institute in 1921 and with a law degree from New York U. Law School in 1935. He worked as an engineer with AT&T and the Cruikshank Co. New York realty firm, before joining NBC's legal department in 1935.

In 1943 Mr. Ladner was named assistant general counsel of NBC and in 1948 was elevated to administrative vice president. He resigned from NBC in 1949 to take up private practice of law in New York for one year before assuming his post with Ballantine Labs., an electronics research firm.

Surviving is his wife, Mrs. Virginia Gibson Ladner of Boonton.

STANDARD RADIO PLAN

Clearance Viewed

HARRY FOX, agent and trustee, representing some 450 publishers for electrical transcription purposes, last week sent a letter to all U. S. radio stations notifying them that if they buy the Standard library service under the new outright purchase plan, they will have to "obtain proper clearance of the mechanical and other rights involved from the owners and publishers thereof" before they can use the Standard recordings on the air.

Standard Radio Transcription Services plan, in essence, is to discontinue the monthly releases of its library service after October and to offer the library, complete or in part, to station operators on an outright sale basis. Price will vary in accordance with number of discs each station buys as well as with the rental price previously paid by the station for the library service.

Mr. Fox's office estimated that some 300 musical compositions for which he handles the mechanical (recording) rights are included in the Standard library. The only form of license now issued, it was explained, is the one which has been taken by Standard and the other library services, calling for annual payments of $10 for each composition, which may then be used on an unlimited number of pressings and by an unlimited number of radio stations.

Such a fee, amounting to some $3,000 a year, would be prohibitive for a single station, and presumably a new type of license will have to be worked out for station use if the proposed outright sale of the Standard library is to go through. Mr. Fox's office, however, said that no such new license is yet in preparation.

Milton Blink, a top level executive of Standard, told BROADCASTING • TELECASTING Friday that the company had been advised by a "top copyright attorney" that it has every right to make an outright sale of its recorded library if it so wishes. The stations purchasing the library, Mr. Blink said, are not liable for the mechanical rights fees but only for the performance fees paid to ASCAP, BMI and other performance right associations.

Asked where Mr. Fox would collect the annual mechanical license fees previously paid by Standard, Mr. Blink replied "that is strictly his problem."

Letter, dated Sept. 10, reads as follows:

"We understand Standard Radio

(Continued on page 38)

XUM

RATES may be cut and allocations reshuffled, but all radio-TV is convinced pulchritude is here to stay. Station promotion people submitted these '52 beauty contestants. While not one to squelch the finer things of life, B•T offers its yearly Beautyrama with a word there'll be no more cheesecake until '53.

Top left—Louise Hayes, WAGA-AM-TV receptionist and "Miss Atlanta of '52" who placed second at the "Miss Georgia" contest; *center*—Iris Anne Fitch, "Miss Washington" in the WWDC-conducted competition; *top right*—Mrs. Gloria Heinz, "Mrs. Radio Cleveland of 1952" in the WHK contest.

"MISS TV," Bobbie Mathis, is crowned in Baltimore, surrounded by (l to r) Harold Kuff, Kuff & Feldstein, agency; Elmer B. Free, Elmer B. Free Adv.; Frank Jenkins, sls. mgr., American Brewery, which conducted contest; Ken Carter, WAAM(TV) gen. mgr.; Nick Campofreda, WAAM sports dir.; Ken Calfee, WAAM dir. for "Miss TV" shows.

Above left—Mrs. Edwin Warfield (c), "Mrs. West Virginia" receives scroll from Fairmont Mayor J. H. Hanway and Elaine Hutchinson, women's dir. for WVVW-WJPB(FM) Fairmont, sponsor of contest; *above right*—Mrs. Patricia Stern, "Mrs. Virginia" is interviewed at finals, covered by WLOW Norfolk; *below*—Mrs. Faye Anue (c), "Mrs. Hawaii" is flanked by two contest runnersup as well as R. M. Fitkin, pres., KHON Honolulu, which had exclusive rights to contest, and Clare Justice, KHON prom. staff.

'MISS AMERICA'

WOND Bows to IBEW Threat

BLACKOUT of the "Miss America" pageant in Atlantic City Sept. 6 was avoided at the last minute when WOND Pleasantville, N. J., withdrew its microphones following threat of IBEW workers to pull stage lights. WOND had set up facilities along with WMID and WFPG Atlantic City.

Don Rich of WOND said the dispute resulted from a complaint made to the union by Fred Weber, of WFPG. Mr. Weber said WFPG had called attention of the local Central Trade Council, which participates in Atlantic City union negotiations, to the fact that the station's IBEW contract carried protective provisions.

E. M. Thompson, Convention Hall manager, informed WOND late Sept. 6 that auditorium electricians had been instructed to pull the switches if WOND opened its microphones. Mr. Rich said the station withdrew rather than embarrass the city and pageant. John Struckell, WOND manager, said the station had sold the broadcast to Motorola and Goodyear, asserting station's engineering staff "is paid comparable with union scale."

BALFOUR JOINS IKE

Will Be 'Advance' Man

ROBERT L. BALFOUR, formerly with the Booth radio stations and Forjoe & Co., station representatives, has been named an "advance" man for Gen. Dwight Eisenhower, GOP Presidential candidate.

Mr. Balfour will travel throughout the country, setting up arrangements for the nominee's speaking engagements [CLOSED CIRCUIT, Aug. 18]. Mr. Balfour was Illinois campaign manager for Harold Stassen earlier this year.

Now president of Protect-O-Seal Waterproof Paint Corp., Mr. Balfour was vice president and general manager of Forjoe in Chicago from 1949 to 1951. In 1947 he helped build and assumed management of WBBC Flint, Mich., one of three outlets owned and operated by Booth Radio Stations Inc. He also was vice president of Booth stations from 1947 to 1949 when he joined Forjoe. He left the station representative firm in June last year, going on special assignment for the Navy in Korea.

New KFAC Service

KFAC Los Angeles is now equipped to edit and revise already recorded commercial material to gear clients' messages to the station's serious music audience, Calvin J. Smith, KFAC general manager, announced last week. With the addition of two Model 300 Ampex Tape Recorders, Mr. Smith declared that commercials will be tailored, free of charge, to fit each client's need.

WOODALL TOUCH

Brings Title to Georgia

SUCCESSFUL summer marked the Columbus, Ga., Chamber of Commerce and affiliated Junior Chamber, as "Miss Georgia," sponsored by Columbus Jaycee unit, won the "Miss America" title at Atlantic City.

Since Allen M. Woodall, WDAK Columbus president, became C. of C. president earlier in the year the Chamber has enjoyed these successful projects also:

1—Sunshine Biscuit Co. selected Columbus for $5 million plant.

2—Chamber's candidate for National Soap Box Derby won.

3—Jordan High School, Columbus, won national band championship at American Legion convention in New York.

Mr. Woodall and "Miss America"

RATING STUDY

Work on ARF Plan Underway

WORK on the development of a "detailed overall plan" for the Advertising Research Foundation's study of the controversial subject of radio and TV rating methods is underway, President Edgar Kobak reported last week in the ARF September newsletter.

E. L. Deckinger of Biow Co., heads the committee in charge of the study, expected to cost about $25,000. Other members of the committee, which met in late July and has been split into four subcommittees to work on various phases of the overall planning, are Hugh M. Beville, NBC; Harper Carraine, CBS Radio; Wallace T. Drew, Bristol-Myers; Gordon A. Hughes, General Mills; Fred B. Manchee, BBDO; J. James Neale, Dancer-Fitzgerald-Sample; Richard J. Puff, Mutual; Oliver Treyz, ABC, and G. Maxwell Ule, Kenyon & Eckhardt.

To meet the estimated $25,000 study cost, BAB has contingently earmarked $15,000 as radio's contribution, with the rest expected to come from the television industry.

Mr. Kobak reported that ARF, reconstituted a year ago, had grown from two subscribers at that time—American Assn. of Advertising Agencies and Assn. of National Advertisers—to a total exceeding 150 now and, "We hope to top the 200 mark in the next few months."

XUM

PACIFIC NORTHWEST'S BEST SALESMAN!

NATION'S TOP PULSE-RATED INDEPENDENT

SEATTLE'S *FIRST* STATION
IN OUT-OF-HOME LISTENING

Pulse, Inc. surveys
In-Home, May-June, 1952
Out-of-Home, July, 1952

Radio KING

SEATTLE - TACOMA, WASHINGTON
50,000 WATTS - - - 1090 KC
JOHN BLAIR CO. - National Sales Representative
OTTO BRANDT - Vice President & Gen. Mgr.

PLANS for CBS Radio's fall program promotion campaign were outlined in New York fortnight ago by these network executives standing before a display of CBS Radio talent pictures (l to r): W. Eldon Hazard, CBS Radio sales manager; George Bristol, director of sales promotion and advertising; John Karol, vice president in charge of network sales; Louis Hausman, administrative vice president; Adrian Murphy, CBS Radio president; Charles Oppenheim, administrative manager for sales promotion and advertising, and Lester Gottlieb, vice president in charge of network sales. Keynote of fall drive is "Whatever You Do, You Enjoy It More With Radio," with promotion aimed at selling CBS Radio's program lineup as well as network and affiliated stations and radio in general. Clinic was in New York [B•T, Sept. 8].

LIBEL RELIEF

Johnson Urges Broadcasters' Action

BROADCASTERS were urged Thursday by Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, to ask Congress to amend Sec. 315 of the Communications Act, covering political broadcasts.

Speaking at the NARTB District 14 meeting at the Cosmopolitan Hotel, Denver, Sen. Johnson said the Horan proposal to give broadcasters relief from political libel was dropped from the McFarland Bill (now law) because no hearings were held on the subject.

William C. Grove, KFBC Cheyenne, Wyo., District 14 director, presided at the Thursday-Friday meeting. Wayne Coy, KOB Albuquerque, former FCC Chairman who was to have joined Sen. Johnson in a discussion of radio regulation and legislation, was unable to attend. He is at the Mayo Bros. clinic, Rochester, Minn.

Sen. Johnson said he did not feel radio-TV coverage of Congress was a legislative problem. He found opposition to broadcast and telecast of witnesses when serious charges are involved but agreed it would be proper if the witness did not object.

Speaking of political broadcast rates, Sen. Johnson declared some stations were charging double for such programs, and sometimes such rates were highest on the station's books. Candidates with "large cash resources" could pay high rates, he said, but most could not afford them.

McFarland Law

The McFarland Law is not perfect, he said, but he believes it will work out. Later he told BROADCASTNG • TELECASTING the objective of the legislation was to clarify and speed up FCC action and bring about better relations between Commissioners and the staff. He said he had heard, via the grapevine, however, that some persons are fighting the new law and are giving it "unsympathetic observance."

Congress isn't interested in personnel problems of the FCC, he said, but in giving good service to the public.

The entire act is "a trial and error experiment," he said, and the original objectives will not be abandoned "because some one feels it is cramping his style." He hoped for a "sincere and honest administration" of the law.

Bernard Koteen, Washington attorney and special counsel for NARTB's special committee studying proposals to amend FCC operator requirements, reviewed developments in that field.

NARTB President Harold E. Fellows reported to the membership on association affairs.

NEWS LISTENING

WOR Claims Pre-TV Level

A SURVEY which it said showed radio news listening is as strong as ever, despite TV's claimed inroads, was released last week by WOR New York.

Conducted by Pulse Inc. and announced by WOR Research Director Robert M. Hoffman, the survey showed that 68.1% of New York families surveyed had listened to radio newscasts during the first week in August—when, Mr. Hoffman said, news listening is normally at the year's low point—and that among TV families the total was 82.6%.

Mr. Hoffman said the study demonstrated that news listening is "almost a must among New Yorkers, TV or no TV."

Asserting that the results showed WOR dominance in the news listening field, the report said WOR's average audience per newscast, Monday through Friday, was 133,100 families for the January-June period this year as compared to 133,730 for the same period in 1946, when TV sets were few. These figures are based on "at-home" listening, due to the absence of 1946 data on the out-of-home audience, the report said. It added:

". . . . With the big jump in 'out-of-home' listening in recent years, the 1952 WOR news audience would undoubtedly be well above the 1946 level if that audience had been included."

WREC MILESTONE

Outlet Marks 30 Years

WREC Memphis celebrates its 30th anniversary today.

The station, now on 600 kc with 5 kw, began life as a 10-watter in Coldwater, Miss., some 40 miles south of Memphis on Sept. 15, 1922.

It was then operating under the call letters of KFNG. In 1923, at the request of the Secretary of Commerce, the call letters were changed to WREC, which stood for the Wooten Radio & Electric Co.

In 1924, the station was moved to Memphis. It has been a CBS Radio affiliate since 1930.

Throughout the three decades of its existence, the station has been owned by Hoyt B. Wooten, who today serves also as general manager. Other staff members include Hollis R. Wooten, commercial manager; Roy Wooten, program director; Jack Michael, promotion manager, and Wilson Raney, chief engineer.

WILSON EWING

Held KWKH, KTHS Posts

WILSON EWING, 50, vice president and a director of KWKH Shreveport and a director of KTHS Little Rock (formerly at Hot Springs), died last Monday at Monroe, La., after a heart attack the previous Friday.

Also chairman of the board of the Shreveport *Times* and the Monroe *News-Star* and *Morning World* and editor-publisher of the Monroe newspapers, he was elected to the board chairmanships after the death less than four months ago of his brother, John D. Ewing, on May 17 [B•T, May 26]. The latter was president of KWKH and KTHS, editor - publisher of the Shreveport *Times* and president of the Monroe publishing firm.

WTNJ LICENSE

FCC Rescinds Revocation

FCC has given WTNJ Trenton, N. J., a clean bill of health, rescinding a 20-month old order which had revoked the station's license for alleged unauthorized transfer of control and other practices.

The Commission rescinded its order of Dec. 20, 1950, covering WOAX Inc., licensee of WTNJ which operates with 250 w daytime on 1300 kc. At the time of original order, WTNJ promptly requested hearing on the revocation, with FCC rescinding it Sept. 4.

The Commission said it found that Erling C. Olsen did not assume control of the licensee, as originally charged, but "only acted as the lawfully designated agent" of Charles E. Loew and Julie V. Loew, major stockholders. He also was found to be the duly-elected vice president, treasurer and director of WOAX Inc.

FCC claimed evidence had shown initially that Mr. Olsen has assumed control of the station without Commission consent, and that he had assumed full day-to-day supervision over station operation [B•T, Dec. 25, 1950].

WTNJ had also filed an application under which Mr. Olsen was to become trustee for the major stockholders through transfer of 65 shares from the Loews.

William T. Pickering

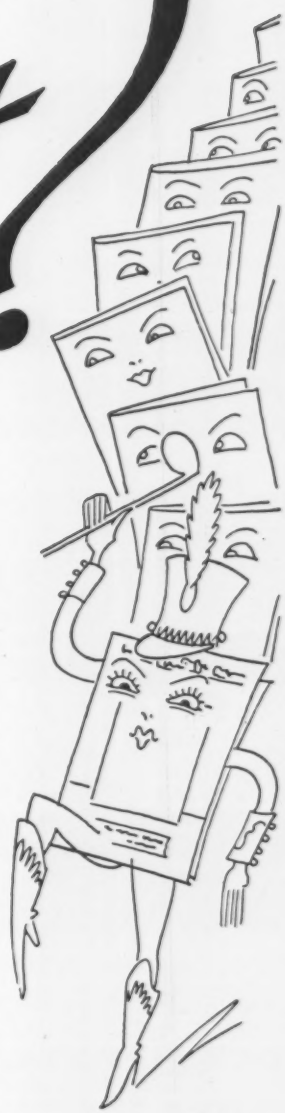
FUNERAL services for William T. Pickering, 64, president from 1933-45 of Heintz, Pickering & Co., Los Angeles advertising agency, and more recently publisher of *Sea Magazine*, were held at Pasadena, Calif., Sept. 10, with burial at San Gabriel cemetery. Mr. Pickering died Sept. 6. His wife, Margaret, survives.

Everything to Gain

WWDC Washington has an all night record and news show, *Night Beat*, with Jack Rowzie, an ex-cop, as m.c. Show has a standing practice of sending $1 to listeners who call in an usable news tip. Best news tip of the week gets $5. Last Wednesday A. Leo McGreery, night manager of the Court Hotel, Washington, was robbed of $7. He called police, then WWDC. Prize money $1. A few minutes later police arrested a suspect. Mr. McGreery, being a witness, was informed immediately. He called WWDC again. Another $1. Thursday Mr. Rowzie decided that Mr. McGreery had turned in the best news tip of the week and awarded him another $5. Result: McGreery had won $7, the amount he lost, and is still hopeful police would recover the original $7 from the arrested suspect.

XUM

What Makes a Song Hit?



Why do some songs lead the parade — and remain popular throughout the years?

Why do other songs flare up like a rocket — *and then fade into oblivion?*

Nobody knows the answer. Popularity cannot be predicted. The man who could guess right even 25% of the time could command any reward he asked from the entertainment industry.

But, Mr. Showman — you don't have to pick hit songs in advance!

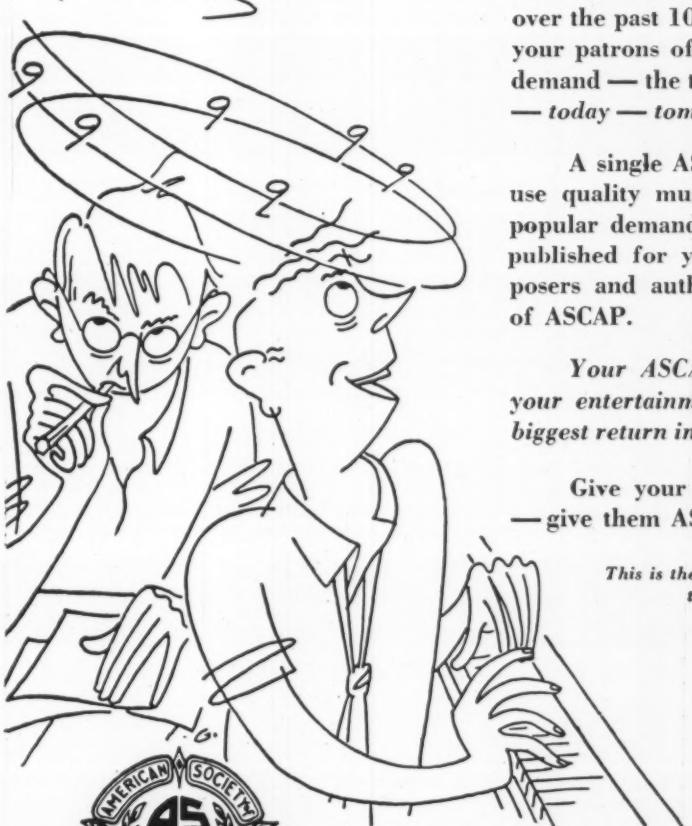
Impartial surveys show that ASCAP composers and authors wrote 9 out of 10 of the top tunes over the past 10 years. Your ASCAP license assures your patrons of being able to hear the music they demand — the tunes that are tops in listener appeal — *today — tomorrow — always.*

A single ASCAP license gives you the right to use quality music — the music that continues in popular demand. These are the tunes created and published for you by the more than 2,500 composers and authors, and 450 publisher members of ASCAP.

Your ASCAP license is the smallest item in your entertainment budget. Yet it brings you the biggest return in customer satisfaction and goodwill.

Give your patrons the finest music available — give them ASCAP Music.

This is the third of a series of advertisements telling the story of ASCAP



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.

DuMONT CONTROL

Paramount Stock Interest Argued at FCC

By EARL B. ABRAMS

WHETHER Paramount Picture Corp.'s 25% stock interest in Allen B. DuMont Labs. constitutes control was argued last week in proposed findings submitted to FCC Hearing Examiner Leo Resnick by those two companies and the FCC's Broadcast Bureau.

Both Paramount and DuMont urged that the examiner find that Paramount does not control DuMont, thus permit each of them to obtain the maximum five TV stations permitted by the FCC.

The Broadcast Bureau argued that neither DuMont nor Paramount "affirmatively" controls DuMont and that Paramount exercises negative control over DuMont.

Also last week, the FCC turned down a DuMont petition which sought to have the three-year-cut-off on anti-trust activities apply to the control issue.

The control issue is one of several in the consolidated Paramount case which began last January [B•T, Jan. 21 et seq.]. It also includes the merger of ABC with United Paramount Theatres Inc., the sale of UPT-owned WBKB (TV) Chicago to CBS for $6 million and the license renewal of Paramount Pictures-owned KTLA (TV) Los Angeles, among other factors.

Proposed findings in the merger and other issues are due this Friday.

At present, Paramount Pictures owns only the Los Angeles TV outlet. DuMont owns WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Among the issues in the case is the license renewal of WABD and the grant of licenses to WTTG and WABD (both now are operating under a special temporary authority from the Commission).

DuMont is also a TV applicant for Cleveland and Cincinnati, but has indicated that it will drop these and apply for Boston and St. Louis if it is permitted to own the maximum number of TV stations.

FCC regulations limit the number of TV stations owned by the same entity to five.

Paramount Pictures owns all of the 560,000 Class B shares of DuMont and 43,200 (2.4%) of the 1,801,054 outstanding and issued Class A shares. It paid $164,000 for these stockholdings.

Twice previously, Paramount was adjudged in control of DuMont. The first time was in 1946 when the Commission granted Paramount what is now KTLA (TV) Los Angeles. The second time was in 1948 when then FCC Hearing Examiner Jack P. Blume found that Paramount controlled DuMont. This was a proposed decision, never affirmed by the Commission, in a special hearing on the subject involving Paramount TV applications for Boston, Detroit and San Francisco, and DuMont TV applications for Cleveland and Cincinnati.

Stockholder Control

According to the organization of the DuMont company, the Class A stockholders (led by Dr. DuMont, who owns 3% in his own name) elect the president and vice president of the company plus five members of the eight-man board of directors. Paramount, as sole Class B stockholder, elects the secretary, treasurer and assistants, plus three board members.

Bulk of the argument that Paramount does not control DuMont was made by DuMont. Its main arguments were:

(1) Paramount - controlled officers perform only "ministerial" duties.

(2) Quorum of board is four members; therefore, Class A stockholders can always outvote Class B directors.

(3) In three instances where Paramount directors opposed Class A directors they were outvoted.

(4) Paramount has tried to sell its DuMont stock, but was unsuccessful because prospective buyers could not thus obtain control of DuMont.

(5) Paramount is competing with DuMont through its interests in Chromatic Labs. Inc. (manufacturers of Lawrence color tube), International Telemeter Co. (developers of a coin-operated subscription TV system), KTLA Los Angeles (which competes with the DuMont affiliate there (KTTV) and which sells kinescope recordings in competition with DuMont Network's teletranscriptions).

(6) Although the DuMont certificate of incorporation permits Paramount to exercise negative control, that is a remote possibility. The DuMont brief listed findings by courts, the Securities & Exchange Commission and the FCC itself in common carrier cases which held that although minority stockholders could exercise negative control that could not be made the basis for finding that minority stockholders "controlled" the company.

DuMont strongly urged that the issue of control be settled once and for all. It pleaded its need for the maximum of five TV stations in order to obtain affiliates' clearances and for competitive reasons.

Paramount Pictures, in arguing the same proposed findings, emphasized that it has never solicited proxies among Class A stockholders and had no intention of doing so.

Paramount said that it "does not exercise any power of control and cannot unless it takes unusual affirmative action, such as engaging in a proxy fight, purchasing more Class A stock, etc. . . . There is no evidence that it ever desired or attempted to obtain such control."

Bureau's Points

Broadcast Bureau's call for the examiner to find that Paramount controls DuMont was based on two principal points: (1) That neither Dr. DuMont and associates nor Paramount have affirmative control of DuMont company, and (2) Paramount, through power to veto or block action "on many basic decisions," has negative control of DuMont.

In line with this conclusion, the Broadcast Bureau called attention to the DuMont certificate of incorporation which provides that approval of the majority of the owners of both Class A and B stock must be obtained to (a) amend articles of incorporation, (b) reduce capital, (c) dissolve or liquidate corporation, (d) consolidate or merge with another company, (e) sell assets or franchises, (f) change voting rights or privileges of both classes of stockholders, (g) amend existing bylaws or enact new bylaws without approval of both Class A and B stockholders.

Significance was also seen in the fact that the majority of DuMont officers represented Paramount interests (are in fact, Paramount employes) and that Paramount directors on the DuMont board are top Paramount executives—President Barney Balaban, Vice President Paul Raibourn and General Counsel and Director Edward Weisl.

The Commission denied the DuMont petition that the three-year-cut-off be applied to the control issue on the ground that it was necessary to trace the history of Paramount's holdings as far back as required.

DuMont also has asked that the three-year-cut-off not apply to United Paramount Theatres, since it is not a licensee in the meaning of the Commission's August 1 opinion [B•T, Aug. 4]. The Commission held that UPT was an offshoot of Paramount Pictures, which was a licensee. It therefore denied the DuMont request.

The Commission also denied DuMont's further request for severance of the control issue from the rest of the Paramount case and for revocation of its Aug. 1 opinion.

FCC's Opinion Cited

In its Aug. 1 opinion, the FCC ordered the hearing examiner to disregard evidence of Paramount's anti-trust activities which antedated August 1948. This was after ABC, UPT, Paramount Pictures and CBS petitioned the Commission to speed up the hearings.

DuMont's proposed findings were filed by attorneys William A. Roberts, Everett D. Johnston and Morton R. Galane, all of Roberts & McInnis; Paramount's, by Paul A. Porter and Reed Miller, of Arnold, Fortas & Porter; Broadcast Bureau's, by Frederick W. Ford, Max D. Paglin and James O. Juntilla.

ABC-UPT MERGER

DuMont Sees Threat

IF the merger of ABC and United Paramount Theatres is approved, that network might engage in "tie-in" sales to force clearances from TV affiliates—through its radio network and theatre ownership operations. So implied Allen B. DuMont Labs. in proposed findings submitted last week in connection with the Paramount-DuMont control issue (see main story). Some idea of how DuMont feels about the proposed merger, which it strongly opposed during the seven-month-long hearing, was contained in the following words in its brief last week:

During the next few years all types of TV outlets and particularly vhf outlets will be scarce in major markets throughout the nation. There will not be enough stations to simultaneously clear the live programming of the four networks. Under similar circumstances during the "freeze" those television networks, including the American Broadcasting Co., which also operated standard broadcast networks whose standard broadcast affiliates became operators and owners of television outlets, had an enormous advantage in securing clearances for television programs without regard for television program quality, but based in large measure on a tie-in with the standard broadcast network time sales.

Should the Commission permit the proposed merger of United Paramount Theatres and ABC, the hydra-headed combination of a standard broadcast network, a television network, and the largest theatre exhibition chain in the United States could add new restraints to competition in television networking. The ABC television network division of the merged company might very well clear its television programming in scarcity markets not by the quality of its programming, but by a tie-in of affiliates with motion picture distributors through the theatre chain. It may also secure benefits by selling both its network outlets and theatre houses to sponsors for exhibiting sponsors' films.

BOSTON SQUABBLE

TV Induces Stormy Session

A BITTER political squabble erupted last week over telecasting of a special session of the Massachusetts legislature.

The special session had been called to consider repeal and revision of pensions and lunch and travel allowances for legislators. "Repealer" session resulted from "special privilege" legislation whisked through in the closing hours of the 1952 session.

In a pool telecast, WBZ-TV and WNAC-TV Boston carried the 20-minute afternoon address by Gov. Dever.

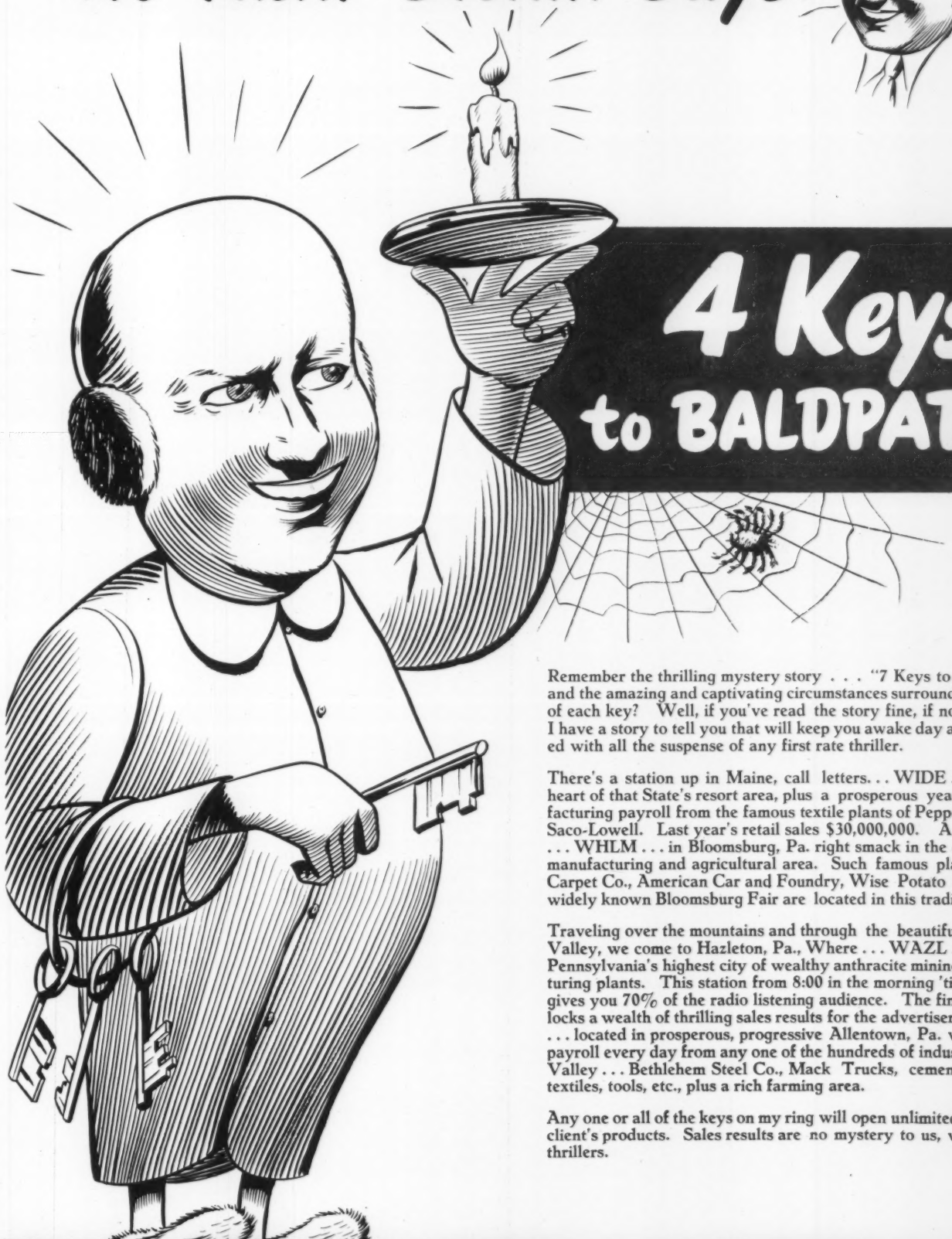
After the session had recessed, the burning question became whether video should be permitted to air the debate, which promised to be tense.

Rep. Robert F. Murphy, Democratic floor leader, offered an order to permit TV and radio coverage of meetings of the special session, subject to approval of the rules committee. This order was opposed by Rep. Charles Gibbons, GOP House leader, who called for throwing all sessions of the legislature open to both broadcast media.

The wrangling ended with the House turning the whole question of TV coverage over to a bipartisan committee for study. In the past two years, bills filed to permit telecasting of Massachusetts legislative committee hearings have failed.

XUM

Vic RADIO PROFIT Diehm Says:



4 Keys to BALDPATE

Remember the thrilling mystery story . . . "7 Keys to Baldpate"? . . . and the amazing and captivating circumstances surrounding the holders of each key? Well, if you've read the story fine, if not, forget it, for I have a story to tell you that will keep you awake day and night, packed with all the suspense of any first rate thriller.

There's a station up in Maine, call letters. . . WIDE . . . right in the heart of that State's resort area, plus a prosperous year-round manufacturing payroll from the famous textile plants of Pepperell, Bates and Saco-Lowell. Last year's retail sales $30,000,000. And then there's . . . WHLM . . . in Bloomsburg, Pa. right smack in the center of a rich manufacturing and agricultural area. Such famous plants as Magee Carpet Co., American Car and Foundry, Wise Potato Chips and the widely known Bloomsburg Fair are located in this trading area.

Traveling over the mountains and through the beautiful Cunningham Valley, we come to Hazleton, Pa., Where . . . WAZL . . . is located in Pennsylvania's highest city of wealthy anthracite mining and manufacturing plants. This station from 8:00 in the morning 'til 10:30 at night gives you 70% of the radio listening audience. The final key that unlocks a wealth of thrilling sales results for the advertiser is . . . WHOL . . . located in prosperous, progressive Allentown, Pa. where there's a payroll every day from any one of the hundreds of industries in Lehigh Valley . . . Bethlehem Steel Co., Mack Trucks, cement, paint, rugs, textiles, tools, etc., plus a rich farming area.

Any one or all of the keys on my ring will open unlimited sales for your client's products. Sales results are no mystery to us, we produce the thrillers.

WAZL	WHOL	WHLM	WIDE
HAZLETON, PA. NBC-MBS	ALLENTOWN, PA. CBS	BLOOMSBURG, PA.	BIDDEFORD-SACO, ME. MBS-YANKEE
(Represented by Robert Meeker Associates).		(Owned and Operated by Harry L. Magee).	(Represented by Edward Devney).

ABC's Rate Cut Plan

(Continued from page 23)

help absorb the evening cut. Their daytime increases and evening reductions average out to the 15% figure for overall reduction in compensation, it was said.

On this point, NBC's plan calls for a 14% cut in station compensation, with affiliates not sharing in the increased daytime rates to advertisers (actually, as a result of adjusted discounts, NBC morning charges will go up about 4% while afternoon costs are not changed). CBS Radio's plan calls for about a 5.5% increase in daytime charges to advertisers, this to be passed along to affiliates while the network absorbs the remainder of the 11.1% daytime card rate hike.

Taking into consideration this 5.5% increase in station compensation when it becomes effective next February (when the daytime rate increases take effect for current advertisers), it is figured that the 15% reduction in CBS Radio affiliates' compensation will average out at about 14.9% for the full year.

No Affiliate Meet Called

In another departure from both other networks' systems, ABC officials decided against calling a general meeting of all affiliates to acquaint them with details before soliciting their acceptance. Their reasoning was that it is "inevitable" that the network must "get competitive" with NBC and CBS Radio, and that the affiliates are aware of the fact. Thus, they feel attendance at a general, special meeting would be an unnecessary expense for the stations—and that more can be accomplished, in any event, at the smaller, annual regional meetings with affiliates, which start Sept. 29.

The network accordingly was preparing to distribute the revised contracts, with accompanying explanations, over the weekend. Today, the stations are to be notified verbally by ABC officials in a conference call. Affiliates are asked to put the signed contracts into the return mail not later than Friday.

The first of the regional meetings —which are not being held for the sole purpose of rate discussions, although rates obviously are expected to be an important part of the agenda—is slated to be held in Hollywood Sept. 29 for West Coast and mountain states affiliates. The rest of the schedule has not been completed, but about a half-dozen sectional sessions are contemplated, following previous years' custom.

The revision in Sunday afternoon charges, it was understood, would put these rates to the advertiser at 52.50% of the evening rate for the period from noon to 6 p.m., and 100% of the evening rate thereafter. By comparison, the ABC rate on Sunday heretofore has been two-thirds of the evening rate for the period from noon to 4 p.m. and three-fourths of the evening rate from 4 to 6 p.m., with 100% applying after 6.

The new ABC Sunday afternoon rate, it was said, would compare with NBC and CBS Radio's straight 50% of the evening rate.

The extension of the "contiguous" rate system—like NBC's—would give the contiguous concessions for day and night programs sponsored by the same advertiser. But where NBC requires the advertiser to sponsor at least a quarter-hour program Mon.-Fri. before being eligible for the contiguous rate on a program in the opposite section of the broadcast day, ABC's plan will require only a day and a night purchase on the same day. In the case of both NBC and ABC, the programs involved must be at least 15 minutes in length.

Where NBC currently has no advertiser eligible for the additional concessions of its new plan —that is, no current daytime strip advertiser also sponsors an evening program—ABC radio does have. Sterling Drug sponsors *My True Story* across the board in daytime, and also has signed for *Mystery Theatre* on Wednesday night. Also General Mills will get some additional benefits under the ABC plan.

The overall blueprint, it was understood, was settled upon after lengthy deliberations in which serious thought was given to achievement of the nighttime reduction in charges via a straight cut in card rates. There was discussion of cuts ranging as high as 35 and 45%—with discounts adjusted downward so the advertiser's cost would still have been cut about 25%—but in the end it was decided to follow the CBS and NBC lead and reduce by an average of around 25%—through additional discounts.

FILM SCORING

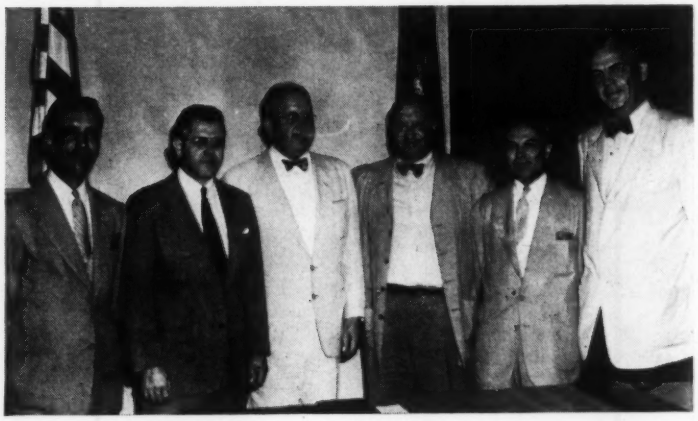
Producers-AFM Reach Pact

INDEPENDENT Motion Picture Producers Assn. has accepted terms of a new contract now being drafted by the American Federation of Labor, it was announced last week.

Under the new contract, the producers may release their motion pictures to television by paying each original musician 50% of the current picture-scoring salary scale, which is $25.

AFM had hitherto insisted upon full re-scoring of musical tracks. With this threat removed, it is expected that many old movie films will shortly be released to video.

The new contract contains also a provision for a 5% trust fund royalty formula, to be paid by the distributor or producer, should the producer negotiate his film sale directly.



NARTB "Register & Vote" Committees in various states have been meeting with the states' governors to spur the program. Victor C. Diehm (4th from l), WAZL Hazelton, Pennsylvania committee chairman, confers with (l to r) John Brkich, Croatian Fraternal Union; B. Carl Wharton, National Assn. of Life Underwriters; Gov. John S. Fine of Pennsylvania; Mr. Diehm; E. Brooke, Life Underwriters, and Ellsworth Brininger, American Library Assn.

WHUM-TV CLAIM

Sees 100,000 Sets by Dec.

WHUM-TV Reading, Pa., uhf station currently under construction, claimed last week that 100,000 receivers would be operating in the area by time it goes on the air in December.

In answer to the numerous questioners who wanted to know how they expect to accomplish this uhf feat, spokesmen for the Channel 61 station broke down their figures as follows:

About 40,000 sets are there now, tuned in on community antenna setups, and arrangements have been made for the community antennas to tune WHUM-TV for these sets. WHUM-TV officials also have arranged with General Electric to supply 15,000 uhf converters and uhf-vhf combinations each month for 10 months. And Admiral Corp. was said to have 15,000 converters in that area now, not to mention the activities and plans of other receiver-converter manufacturers, plus uhf-equipped sets already sold there.

U.S. JOB SPOTS

'Politics,' Says Candidate

WCBS-TV New York last week cancelled three public service announcements by the U. S. Civil Service Commission designed to assist recruiting of personnel after a New Jersey political candidate protested they constituted "political propaganda."

Craig Lawrence, station manager, said the cancellation would be in effect only for the rest of the present political campaign and was ordered because the films might "prove too controversial." He disagreed they constituted "political propaganda," as was charged on Monday by Alexander J. Matturi, Republican candidate for Representative from New Jersey's 10th Congressional District.

HOOPER DATA

To Measure 40 TV Markets

NEW "complete" TV audience measurement service was announced today (Monday) by C. E. Hooper Inc. Starting next month, it will be produced regularly in 40 major TV markets, containing 90% of the nation's video receivers.

Characterizing the new service as "not only the most extensive market-by-market coverage but also the most extensive analysis to date of individual programs," C. E. Hooper, president of the research firm, said that the service's features include:

Sampling of homes throughout a TV station's full service area; dual ratings, expressed in terms of Hooperatings (based on all homes), Teleratings (based on TV homes only) and sets-in-use, based on both all-homes and TV-homes; projection of ratings expressed in number of viewing homes, and share of audience for each program.

Others are composition of audience and number of viewers per set; audience data on all telecasts from sign-on to midnight, or 24-hour data if required; ratings for individual quarter-hour periods by individual days and evenings; weekly cumulative audience measurements as well as daily audiences for programs broadcast more than once a week; family size; program duplication city area versus outside and similar source material; optional summary of findings, compiled up to three times a year in regional reports; continued Pocketpiece summarizing of both Teleratings and projections.

Technique for collecting the "TV-Area Hooperatings," as the new service is called, is the combination coincidental and home diary method previously tested in "Radio Area Hooperatings," Mr. Hooper said. New service, he said, will "fill television's desperate need for a single uniform standard audience-size measurement."

Just released..

a comprehensive survey

of adult radio-television

listening habits in New England..

compiled by Dr. Forest L. Whan

A partial list of contents

Ownership of multiple sets in the home
Rooms in which sets are located
Simultaneous use of radio and TV
Share of audience going to radio and TV, by quarter-hours
Stations preferred for news, weather, early morning entertainment, auto listening
Ownership of automobile radios
Car radio ownership by counties
Use of car radios, different days of week
Recalled use of time spent with various media
Media preferred for broadcast news
Location of TV sets, by counties
Extent of TV reception
Size of the daily television audience
Share of audience by stations
Homes equipped to receive FM
Location of FM sets by counties

This complete, fully documented, up-to-date report is of tremendous value to advertisers interested in New England sales. Copies are limited but you may see one by getting in touch with Free & Peters, NBC Spot Sales, or

WBZ / WBZ-TV
BOSTON

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WOWO • KEX • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV: for WBZ-TV, NBC Spot Sales

WORD

of

Spartanburg

on

910 KC

with

NBC

Now serves 84,000 Radio Homes in Rich Carolina Piedmont Section

92.3% of Spartanburg Homes Listen to Spartanburg Stations—Ten-Year (1942-52) Hooper-Conlan Average

47.3% Listen to WORD and its FM affiliate WDXY—June 1952 Conlan Report

WORD

910 KC 1000 Watts

Spartanburg, S. C.

Established 1940, bringing to Spartanburg area its first full-time and first network station.

See Hollingbery

WDXY-FM • 10,000 Watts

BANKERS TRUST

Names TV Loan Specialist

RECOGNITION of the growth of the television broadcasting field to that of a major industry was evidenced last week when Bankers Trust Co., New York, announced appointment of Herbert L. Golden, trade newsman, as administrator of loans to firms in television, radio, films and related fields.

A spokesman for Bankers Trust declared this move represents, to his knowledge, the first time a major financial institution has appointed a specialist to supervise financing in the television field. He indicated the appointment was based largely on the tremendous growth of the industry, although he noted that Mr. Golden would be responsible for activity in radio, films and related fields.

"Bankers Trust has specialists to supervise and administer loans in diverse fields, such as petroleum, steel and so on," he explained. "The bank feels that the television broadcasting industry has reached the point where a specialized financing program is justified."

In the past, Bankers Trust has financed motion picture productions and, on occasion, television shows, the spokesman said. These, however, were not processed by a specialist but through regular bank channels.

Mr. Golden, a staff member of *Variety* 14 years, resigned from the amusement trade publication last week and assumes his new duties today (Monday). He will serve in a new entertainment industries division of the bank, headed by Vice President Harry Watkins. His headquarters will be at the bank's Radio City branch, 51 Rockefeller Plaza.

EVANS TRIBUTE

Submitted by BAB Board

A RESOLUTION in tribute to the late Walter Evans of Westinghouse Radio Stations, member of the BAB Finance Committee and board of directors until his death May 28, was adopted by the BAB board of directors last week.

The resolution expressed "deep personal sorrow and bereavement at his untimely demise." It will be presented to Mr. Evans' widow by Joseph E. Baudino, Westinghouse vice president and a member of the BAB board of directors.

BAB also presented a special citation to Edgar Kobak, chairman of BAB's Executive Committee, for "distinguished service and outstanding leadership" in the organization. Charles C. Caley, BAB's board chairman, made the presentation.

Mr. Kobak, one of the five incorporators of BAB and its first chairman of the board, was cited for "envisaging the necessity for the organization of BAB within the radio industry" and for providing "the dominant leadership in bringing about its incorporation."

upcoming

NARTB District Meeting Schedule

Date	Dist.	Hotel	City
Sept.			
15-16	12	Lassen	Wichita
18-19	13	Texas	Ft. Worth
22-23	10	The Elms	Excelsior Springs, Mo.
25-26	9	Plankinton	Milwaukee
Oct.			
2-3	4	Carolina	Pinehurst, N. C.
6-7	5	Biltmore	Atlanta
9-10	6	Peabody	Memphis
13-14	3	Penn-Harris	Harrisburg, Pa.
16-17	2	Westchester Country Club	Rye, N. Y.
20-21	1	Statler	Boston

Sept. 14-18: Theatre Owners of America annual convention, Hotel Shoreham, Washington, D. C.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 16: Premium Advertising Assn. of America, Hotel Astor, New York.

Sept. 17: Texas Assn. of Broadcasters, semi-annual meeting, Fort Worth.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.

Sept. 25-27: Television Authority special convention, New York.

Sept. 28-30: Adv. Fed. of America, 10th District meeting, Mayo Hotel, Tulsa.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 6-10: Society of Motion Picture & Television Engineers, 72d semi-annual convention, Statler Hotel, Washington.

Oct. 8-9: Second annual High Fidelity and Audio Show, Broadwood Hotel, Philadelphia.

Oct. 9-10: AAAA Central Council fall regional convention, Drake Hotel, Chicago.

Oct. 9-11: Alabama Broadcasters Assn., U. of Alabama.

Oct. 11-13: Women's Adv. Clubs annual Mid-West inter-city conference, Hotel Morton, Grand Rapids, Mich.

Oct. 13-14: Kentucky Broadcasters Assn., Henry Clay Hotel, Ashland, Kentucky.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

Oct. 13-14: Engineering Conference, Central Canada Broadcasters Assn., Royal Connaught Hotel, Hamilton, Ont.

Oct. 17-19: Southeastern District, National Assn. of Radio Farm Directors convention, Winston-Salem, N. C.

Oct. 20: Theatre TV hearing begins, FCC.

Oct. 20-21: Adv. Fed. of America Fifth District meeting, Ft. Hayes Hotel, Columbus, Ohio.

Oct. 20-22: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.

Standard Radio

(Continued from page 29)

Transcription Services Inc., 140 North La Brea, Hollywood, Calif., is offering their electrically transcribed library service for sale on an outright purchase basis.

"This is to notify you that certain musical compositions owned and controlled by the publishers which I represent, as per the enclosed listing, have been licensed to Standard each month on a yearly basis, and although some of these compositions have been in the library for more than one year, renewal fees have been paid. However, such transcriptions are for use on lease only by the subscribers to this service and the agreements do not cover the outright sale of any of the transcriptions containing any of the copyrighted musical works owned by my principals.

"If you plan to purchase any of these transcriptions, please understand that your use of the same will be subject to your obtaining proper clearance of the mechanical and other rights involved from the owners and publishers thereof.

"I shall be glad to arrange such clearance in behalf of those publishers who have authorized me to act on their behalf and I shall be pleased to give you any information in my possession relating to this subject. If there is any additional data you require, please feel free to communicate further with me."

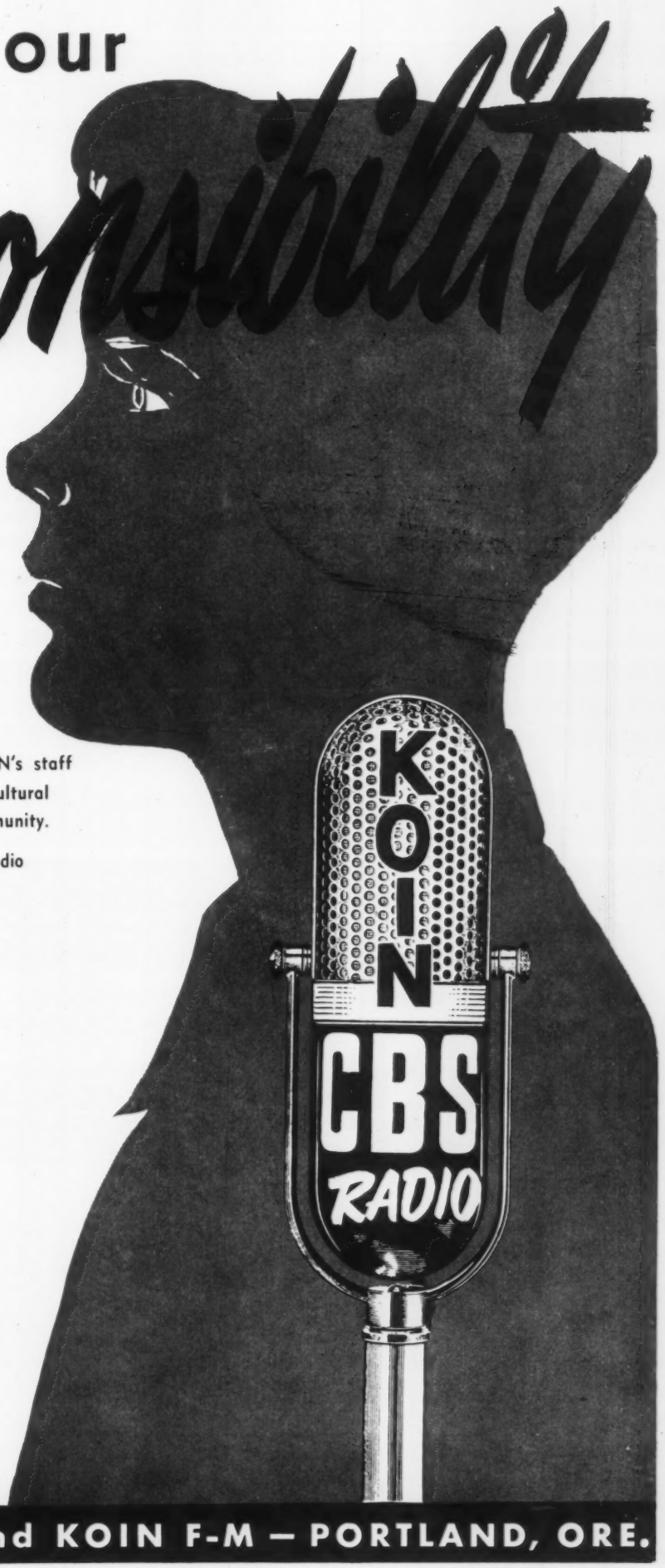
blue ribbon Winners

(See Front Cover)

WLS CHICAGO 7

Clear Channel Home of the National Barn Dance

His future is our Responsibility



The life of Johnny, an average KOIN listener, has been directly influenced by the sound local programming of Portland's top station!

In order to bring Johnny and the whole community the finest in entertainment and information, KOIN for more than 25 years has maintained the largest staff of local artists of any station in the Pacific Northwest. Musical productions presented by KOIN's staff orchestra provide Johnny and the community with music they desire.

The educational and entertainment programming by KOIN's staff of expert, experienced radio personalities provide the cultural stimulus that is necessary for the proper growth of every community.

Now, Johnny probably isn't aware of the powerful impact of radio upon him and his future . . . but KOIN is! This thought has dominated KOIN's policies . . . to consider sincerely and honestly the interests of listeners first and at ALL times.

Therefore, the value of a station depends not only upon the number of its listeners but also upon their FRIENDSHIP and RESPECT.

Throughout the years, this policy has been safeguarded and developed to such a point that today its soundness is permanently proven by KOIN's enviable position as first choice of radio listeners. The value of a station to its community is measured by the services it performs.

JOHNNY'S FUTURE as an individual and the future of his community IS KOIN's RESPONSIBILITY!

KOIN

AVERY-KNODEL, Inc.
NATIONAL REPRESENTATIVES

and KOIN F-M — PORTLAND, ORE.

New *Thesaurus* Money-Makers

New star on

MUSIC HALL VARIETIES

NEW

starring

JOE E. HOWARD

Actor, singer and writer of musicals . . . composed "I Wonder Who's Kissing Her Now." Joe E. Howard emcees the show with the real pep and flavor of the Gay Ninety days when he was already a seasoned performer.

starring

IRVING KAUFMAN

Co-starred in "Passing Show of 1918." One of the great personalities in show business, he delights today's listeners with the original punch and sparkle of vaudeville at its best.

starring

AILEEN STANLEY

Singing the great old vaudeville numbers in the great old vaudeville way. Billed as "The Girl with the Personality" in the heyday of the Keith and Orpheum circuits.

All these top radio shows in the complete

"The Freddy Martin Show" "Date in Hollywood" "Music by Roth"
Phil Spitalny's "Hour of Charm" "The Wayne King Serenade"
"The Tex Beneke Show" "Swing and Sway with Sammy Kaye"
"Hank Snow and His Rainbow Ranch Boys"

Complete with brochures, promotion kits and audition discs

. . . the library that pays its own way with more than 30 easy-to-sell shows . . . with a complete range of show-making and sales-making aids (sound effects, time and weather jingles, holiday and special-events features, commercial and shopping announcements, etc.) all ready for use.

XUM

UNIVERSITY OF TULSA
SEP 18 1952
LIBRARY

for Fall selling!

New complete Commercial package!

SONS OF THE PIONEERS

Quarter-hour show with America's favorite Western group

with NEW sponsor-selling brochure!
NEW audience-building promotion kit!
NEW sales-clinching audition disc!

Now, a complete library program series starring the famous SONS OF THE PIONEERS who for over 15 years have built tremendous listening audiences and moved merchandise for sponsors across the country. Familiar favorites of movie, radio and TV audiences, they've averaged over a million record sales a year since 1944!

Thesaurus **library**

Tmks.®

THE NEW ERA IN *Thesaurus* RCA RECORDED PROGRAM SERVICES

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

Phone or Write today for THESAURUS BROCHURE!

Contact Dept. B-90:

630 Fifth Avenue	445 N. Lake Shore Drive	1016 N. Sycamore Ave.	522 Forsyth Bldg.	1907 McKinney Ave.
New York 20, N. Y.	**Chicago 11, Ill.**	**Hollywood 38, Calif.**	**Atlanta 3, Ga.**	**Dallas 1, Texas**
JUdson 2-5011	WHitehall 4-3530	HIllside 5171	WAlnut 5948	Riverside 1371

RADIO RATE FACTS

Kobak Urges Cost Study

SUGGESTION that a cost accounting firm with research assistance might succeed, where advertising and broadcasting men have failed, in providing facts on which a sane and satisfactory solution to the difficult radio rate problem might be based, was advanced last week by Edgar Kobak, veteran broadcaster and business consultant.

Mr. Kobak

"Everyone is telling the broadcasters to face the facts of present day conditions in setting rates for stations and networks," Mr. Kobak told BROADCASTING • TELECASTING last week. "But," he declared, "neither the broadcasters nor their critics have pinned down the facts which must be faced.

"Certainly, a major set of essential facts comprises the cost of operating radio stations and networks and the allocation of these costs among time units," Mr. Kobak said. "Yet, to my knowledge, no such data are generally available."

While the base rate dollar charges set by radio broadcasters have more or less corresponded with the number of radio homes within the station's or network's service area, the formulas for setting rates for the various time periods have in the main been the result of guesswork rather than for any really factual reasons, Mr. Kobak noted.

He admitted to his share in the responsibility of this, as during his long career as NBC and ABC vice president and as president of MBS he played more than a small part in establishing network practices. Even before that, in the late 20s when he was still a McGraw-Hill executive and network broadcasting was in its infancy, Mr. Kobak recalls sitting in on rate-setting discussions with officials of NBC.

"Why should the time charge of a half-hour program be 60% of the hour rate?" Mr. Kobak asked. "Why should a quarter-hour cost 40% of the hour rate? Is there any cost-of-operating reason why these percentages are the right ones, or should they perhaps be 5% or 10% lower—or higher?

"Why should the daytime charges be exactly half the nighttime rates? Maybe it once was logical to say that when the man of the house came home from work the audience in front of the family loudspeaker was doubled, but it hardly seems to fit today's multi-set home.

"Let's face it: The traditional radio rate structure is an out-of-date, out-of-line piece of machinery which is not going to be improved by any across-the-board slashes of 10% or 25% or more."

"What radio needs is an accurate analysis of costs, made not by a broadcaster who is sure he has a reason for everything he does although he can't quite explain it to an outsider or by a committee of advertising experts who would like to buy radio time more cheaply, but by a cold-blooded, unprejudiced cost accountant. The printing industry and others, including many publishers, make such audit-analyses on a frequently recurring basis and it is no secret that increases in the cost of printing and paper are normally followed with rises in space rates, regardless of circulation changes, and in some instances rates are lowered. Other lines of business constantly study and adjust their prices, based on cost studies. Why not radio?

"Radio broadcasters," Mr. Kobak stated, "should act as if they were going into radio for the first time, as if there had previously been no radio industry. With the benefit of their experience, they should then decide which of the industry's customary practices make sense today and which should have been discarded years ago. An exhaustive, analytical. industry wide audit should be the first step in the procedure."

Conduct of Study

Mr. Kobak said he did not know whether the study should be conducted under the auspices of BAB or NARTB (he is a member of both boards stemming from his ownership of WTWA Thomson, Ga.) or neither. He said he did not feel such a study falls within the purview of the Advertising Research Council, which he serves as president. He stressed his conviction, however, that the sponsoring body should be representative of the radio industry as a whole including networks and stations and perhaps station representatives as well and not of any special group of broadcasters, so that the results of the study may be generally applicable to all stations.

Once the study is agreed on, Mr. Kobak said, it should be widely publicized to all advertisers and agencies as well as to all radio station operators. The buyers of radio's facilities, he said, should be made to understand that when the study is complete it will be used as the basis for radio rate revisions and that until it is finished no further general rate adjustments will be made, and no deals.

The study, as Mr. Kobak envisages it, should investigate radio's discount structure as well as its price policy. "Why", he

(Continued on page 44)

GOOD NEWS FOR FLINT means GOOD NEWS FOR YOU !

FLINT JOURNAL, July 21, 1952

Banks Report Savings Reach All-Time High

Executives of three Flint banks said today their savings deposits are the highest in the history of the banks.

Time deposits in the three now total approximately $87,812,448, an increase of $5,028,325 since Jan. 1. The figures are from the Citizens Commercial & Savings, Merchants & Mechanics and Genesee County Savings Banks.

Representatives of the banks said the recent payment of more than $6,000,000 in vacation pay to some 32,000 General Motors employees was a big factor in increased savings totals.

Dr. Hays to Speak

Yes Sir—folks in Flint have money—lots of it . . . but they're thrifty, too! They must be SOLD—and they CAN be sold. Last year they were sold $315,840,000.00 retail dollars worth. . . . Follow the lead of more than 600 Flint merchants—SELL your product over Flint's FIRST station—WFDF.

This is our 31st Year in Flint

WFDF FLINT MICH.

BASIC AMERICAN BROADCASTING COMPANY
910 KILOCYCLES

Associated with WOOD Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville.

REPRESENTED BY THE KATZ AGENCY

Every Fourth One Belongs!*

***EVERY FOURTH RADIO STATION IN AMERICA IS A KEYSTONE AFFILIATE.... AND YOU MAY USE ONLY A PART OR ALL 615 OF THEM TO REACH HOMETOWN AND RURAL AMERICA!**

Only the Keystone Network offers real flexibility—only the number of stations you actually need, where you need them and announcements or programs at the time of day—that produces the best results for you in reaching the purses of this RICH market—Hometown and Rural America!

BONANZA!

Read more about this rich hometown and rural market—where more than half of the nation lives and buys. Send for *BONANZA*, our informative brochure on this market!

KEYSTONE BROADCASTING SYSTEM, INC.

New York: 580 Fifth Avenue · Chicago: 111 W. Washington

New AL Ad Champs

McCANN-ERICKSON defeated Kenyon & Eckhardt 5 to 4 for the softball championship of the American League of the New York Advertising League, in a post-season play-off game in Central Park, New York, last Thursday. McCann-Erickson will meet the champions of the Nationals of the Advertising League for an advertising "world series," as soon as the latter team is decided upon.

WITH 100 sponsors in 100 days as its goal, KBIG Avalon, Calif., which has been on air since June 1, counted 107 active clients Sept. 8, in addition to 46 others whose contracts have been completed, according to Robert J. McAndrews, commercial manager.

HILL INQUIRY

Program Probe To Resume

PROBE into radio and TV programming resumes in Washington tomorrow and Wednesday with representatives of NARTB, ABC, MBS and DuMont to be heard.

Next week, Sept. 23 and 24, the seven-man House Commerce subcommittee under the chairmanship of Rep. Oren Harris (D-Ark.), will hear testimony from CBS and NBC witnesses, and from the National Television Film Council.

Hearings will be wound up in Washington Sept. 25 and 26 with the following scheduled to testify: U.S. Brewers Foundation, American Civil Liberties Union, National Assn. of Catholic Men, National Assn. of Gagwriters, and the FCC. Other witnesses, who have indicated a desire to testify, may be from National Academy of Broadcasting, Rhode Island Committee on Radio & TV, and the Radio-TV Committee of St. James Parish, Falls Church, Va.

Scheduled to appear are the following:

NARTB, Thad H. Brown Jr., TV director, and Ralph W. Hardy, government relations director; ABC, Geraldine B. Zorbaugh, general attorney; MBS, Hollis M. Seavey, director of Washington operations; DuMont, C. J. Witting, director, DTN; NBC, Charles R. Denny Jr., vice president; CBS, Jack Van Volkenburg, president, CBS-TV; National Television Film Council, Melvin Gold.

New GE Tube

DEVELOPMENT of a new 27-inch rectangular TV picture tube was announced last week by General Electric.

"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 74.6% of the families named WDAY, 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on.

WDAY was a 17-to-1 choice over the next station . . . a 3½-to-1 favorite over all other stations combined!

In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". *Here WDAY was a 15-to-1 choice over the next station . . . a 6½-to-1 favorite over all other stations combined!*

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley. *Get all the facts.* Write us direct, or ask Free & Peters!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

Radio Rate Facts

(Continued from page 42)

asked, does radio give an advertiser a discount for staying on the air for 13 consecutive weeks while many leading magazines follow a 'flat rate' policy of so much a page, regardless of the number of insertions? Why should the advertiser who buys five quarter-hours in five days pay 200% of the hour rate (5 x 40%) when the advertiser who buys five continuous quarter-hours pays only 125% of the hour rate? And do we really need so many discounts and so many kinds of discounts?"

The cost analysts should also cast a careful eye at the networks' stations relations payment policies, Mr. Kobak suggested. Is the traditional method of stations paying for network sustaining service in free commercial hours still valid today? Wouldn't it be better for the networks to pay their affiliates for all the time they devote to network commercials and to charge them for each network sustaining program they broadcast? Wouldn't this latter policy lead to a rapid improvement in the quality of network sustainers, perhaps enabling them to become successful co-ops shows or even network commercials?

"These are only a few of the questions which should be included in what might well turn out to be radio's most important quiz show, with the industry's gross annual time sales of three-quarters of a billion dollars as the jackpot, to be won or lost by all radio broadcasters," Mr. Kobak stated. "I don't know what form the study would finally take. All I know is that some study of this kind must be made, and must be made soon.

"Don't strangle radio with old-fashioned rate-making," he concluded. "Follow the lead of other industries and develop new methods. I'll match my time as a broadcaster to help get the job under way and get it done fast."

Harbach Renamed

OTTO A. HARBACH was elected president of ASCAP for a third term, ending next April, by the board of the Society at its meeting Thursday. Mr. Harbach, who is 79, wished to leave the office at the end of his second term and has been serving pro-tem while the board unsuccessfully has sought to find a successor on whom it could agree. Mr. Harbach has served as a director of ASCAP since 1920, as vice president since 1936 and as president since 1950.

RADIO SHACK Corp., Boston (mail order distributor of radio, TV and electronic equipment), has published its 30th anniversary catalog. Book contains 32-page rotogravure section devoted to components of high-fidelity custom music systems.

This → ○ *wide circle represents Northern California coverage pattern of radio KNBC's 50,000 watt transmitter, non-directional*

...while this → ⟋ *narrow elipse represents the coverage pattern of the other two dominant 50,000 watt San Francisco stations, both directional*

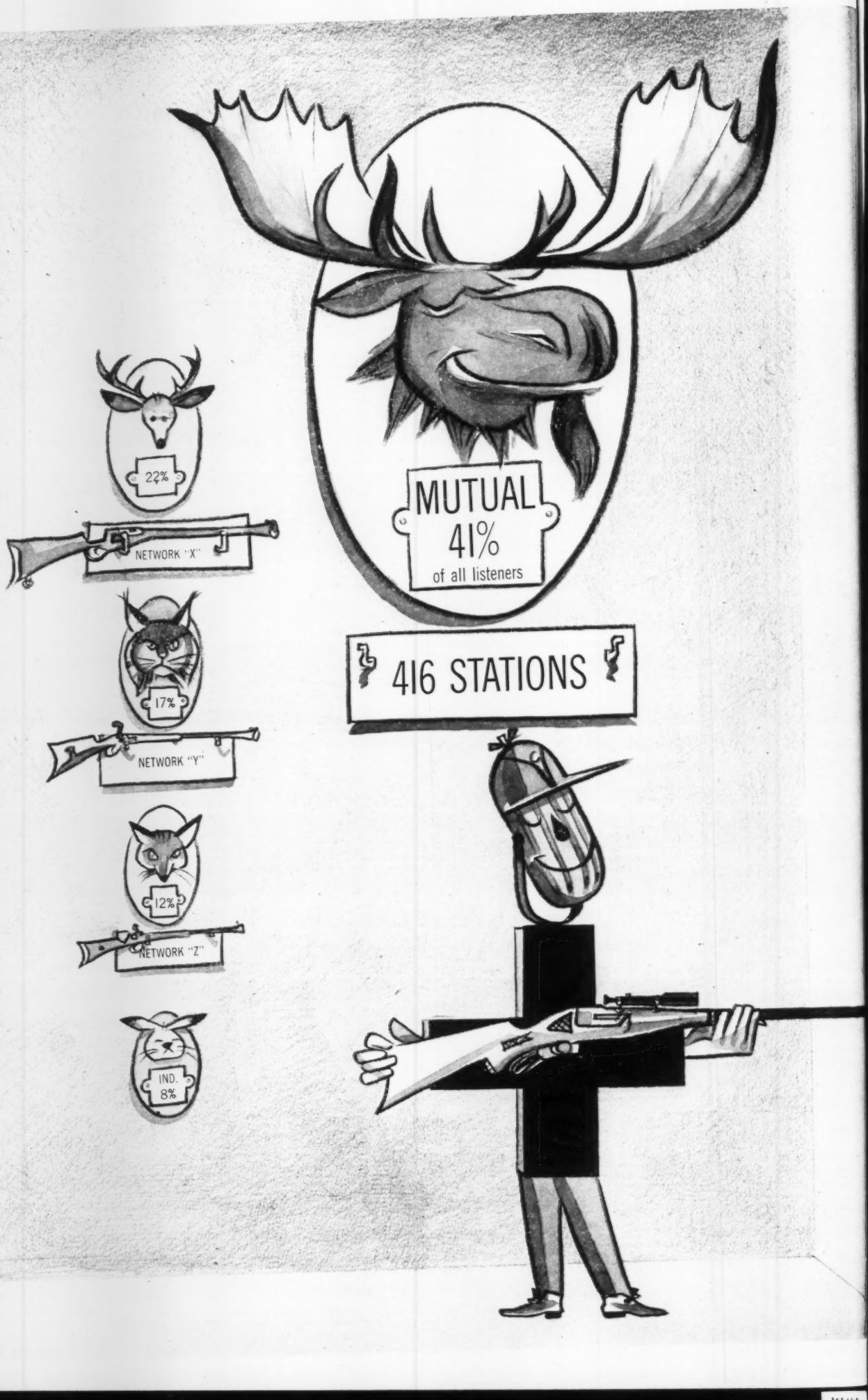
...and this → ○ *tiny circle represents Northern California's TV coverage.*

Now put them all together, and you get a complete and accurate picture of radio and TV coverage in the great Northern California markets —a coverage pattern like this →

KNBC's *wide circle* coverage... plus KNBC's low frequency (680 KC) which gives more "muscle" to its 50,000 watts... plus KNBC's program popularity ...all combine to make...

→ **KNBC** *in San Francisco the No. 1 Advertising Medium in the thriving markets of Northern California*

Represented by NBC Spot Sales. In the Southern States, represented by Bomar Lowrance and Associates, Inc., Charlotte, North Carolina.


MUTUAL
41%
of all listeners
416 STATIONS
22%
NETWORK "X"
17%
NETWORK "Y"
12%
NETWORK "Z"
IND.
8%

XUM

XUM

big game takes big gun

Let's not beat about the bush. There's *big game* at stake in "Non-TV America".

Here is a 45-state tract of over 17,000,000 *radio-only* families, dwelling beyond reach of TV—more, in fact, than there are TV families in the rest of America.

Here are some 60,000,000 people—as many, in fact, as there are in all 477 U.S. cities of over 25,000 population.

Big game... worthy of the best gunning equipment available to advertisers today. And the big gun needed for this big game has now been identified.

A 1,000,000-interview research into all of "Non-TV America" (by J. A. Ward, Inc.; Feb.-Mar., '52) reveals that *Mutual* is the name of the network regularly dialed by 41% of all the radio sets in these 45 states... compared to 22% for the next-best network.

Over on the opposite page, the trophies won by all four networks are hung up—together with the gun-rack revelation of *why* Mister PLUS bags the best: Mutual serves "Non-TV America" with 416 stations... more than all other networks combined. (MBS serves *all* America with 560 stations, don't forget.)

If you agree that a prime sales trophy would decorate *your* board-room nicely, we invite you to sight along the gun barrel of the Mutual Network.

the **MUTUAL** *network of 560 affiliates*

THE NUMBER ONE ROUTE TO NON-TV AMERICA . . . AND THE LOWEST-COST ROUTE TO ALL AMERICA

BORDER STUDIO PLAN

Hit by District 16

(Also see registration, pictures, page 105)

ATTACK against proposed establishment of studios in San Diego of XEAC-TV Tiajuana, new station in Mexico, was made by NARTB District 16; meeting Monday and Tuesday in Coronado, Calif. (see registration list, page 105).

Delegates agreed to petition the FCC that such a procedure by a "licensee of a foreign country" violates Sec. 325 (b) of the Communications Act. The district also unanimously adopted a resolution declaring it "is strongly opposed to the establishment within the United States of studios and/or transmitting equipment which will be used for the transmitting of radio and/or television programs from the United States to any foreign country for broadcasting or rebroadcasting purposes from such foreign country.

Much of the discussion at the District 16 meeting centered around possibility that XEAC-TV, slated to start operating in November, will microwave programs across the border.

Johnsons Presides

Albert Johnson, KOY Phoenix, Ariz., District 16 chairman, presided at he meetings. NARTB President Harold E. Fellows, reviewed NARTB operations in his opening talk Monday morning. He addressed the Tuesday luncheon, with wives present, on the subject, "How to Live With a Broadcaster."

Ralph W. Hardy, NARTB government relations director, discussed Washington legislative and regulatory problems. Richard P. Doherty, employe-employer relations director, conducted a management-labor relations clinic. William T. Stubblefield, station relations director, and William K. Treynor, West Coast representative of NARTB, led a membership session.

Role of radio and TV in promotion of civic events and other public services was lauded at the Monday luncheon by Mayor John Butler, of San Diego, and Rear Adm. John Roper, commandant, 11th Naval District.

Campbell Arnoux, WTAR-TV Norfolk, Va., NARTB TV Board member, conducted the Tuesday morning television session, flanked by Thad Brown, NARTB TV director. Participants in a TV panel included Phil Hoffman, KECA-TV Los Angeles; Howard Chernoff, KFMB-TV San Diego; Robert Purcell, KTTV (TV) Hollywood; Don Tatum, ABC-TV Los Angeles, and Mr. Doherty.

Resolutions urged a strong NARTB membership campaign and expanded field solicitation; supported NARTB efforts to secure amendment of FCC operator requirements because of improved equipment and shortage of technicians; commended NARTB for its group insurance program; praised speakers; lauded Mr. Fellows' administration and commended Mr. Johnson's services as district director.

Members of the Resolutions Committee were Frank P. Redfield, KIFN Phoenix, chairman; Robert J. McAndrews, KBIG Avalon, and Albert E. DeYoung, KERO Bakersfield.

Politico's 'Schizo'

DEMOCRATIC Presidential nominee Adlai Stevenson really started something when he injected the word "schizophrenia" in the politician's lexicon. The Democratic National Committee has built a new radio character around the word. "Schizo" made his radio debut last Monday on a new series of Democratic programs on ABC. Committee described him as a "two-voiced chararter . . . who reveals one instance of the split personality of the Republicans on each show." Series started on twice-weekly basis, and will be carried daily through Nov. 4.

NEW WSAI LINEUP

Explained to Listeners

AFTER revising its daytime programming schedule to conform with its listeners' preferences, WSAI Cincinnati Friday aired to its audience a 45-minute taped recording used to acquaint and inform advertisers with the new lineup.

Station Managing Director J. Robert Kerns said the broadcast followed inauguration Sept. 1 of the revised WSAI daytime schedule, made after more than a year's study of fan mail, letters and telephone calls from listeners for the various hours, in which they expressed their preference for the performers and artists who produce and direct the new programs.

Charles Black, WSAI program director, acted as narrator of the taped broadcast, explaining and introducing capsuled portions of each new program with its talent.

Commenting on the new WSAI lineup of its daytime programs, Mr. Kern said: "We're going to give our radio listeners what they want. We think this is it. Since WSAI doesn't have television to distract it, it can concentrate on the best in program content and production. We're remembering that twice as many radio sets were sold last year as TV sets."

5 GREAT D.J. SHOWS! ON KLRA

BOB HESS

"SUNNYSIDE UP"

The oldest d.j. show on this station, now in its eighth year. This is a sprightly, easy-to-listen-to across the board early morning show. The time, the temperature, and the weather news is given between each musical selection. It's Arkansas' "get ready for work and school" listening habit. Sorry, nothing's open now, but you never can tell.

AL DENT

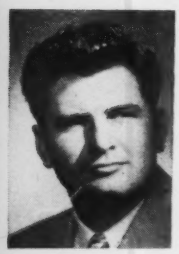
"TIME AND TUNE PARADE"

A later version of "Sunnyside Up," this record show gives the time and temperature for late risers, and housewives who have just gotten hubby and the kids on their way. It takes off at 8:30 A.M. and is open to announcement or program sponsors. All sold out at present.

"MERRY GO ROUND"

Here's a Monday thru Friday half hour (11:30-12:00 noon) show that sells the goods. A daily merchandise prize is offered for the correct answer phoned in to us for a simple musical question. You should hear the phone ring every morning—and advertisers say the goods move out—but fast. Availabilities are scarce, but you might ask!

BOB HICKS



JIM KEY

"AROUND THE TOWN"

Monday thru Friday from 5:00 to 5:30 P.M. Jim Key spins the platters people want to hear. A feature of each program is a guest—a prominent visitor, a well-known business man or club woman, or just ole John Q. Public who is interviewed briefly and introduces his or her favorite record. It's our newest d.j. show but it is catching on fast. Minute participations are available.

"A LA CARTE"

Here is the only show of its type in town. Broken into segments, Bob has a half hour of "hot music," a "Moment with Miller" (Glen that is), his nightly "Collector's Item" featuring an old-time recording, and a segment of "sweet" music. It's a grand late night (10:30 to 12:00 midnight) across-the-board buy that has a large teen-age and adult audience. Competition is limited to colored d.j.'s and network dance bands. For a low cost participation it can't be beat in Arkansas.

BOB PARKER

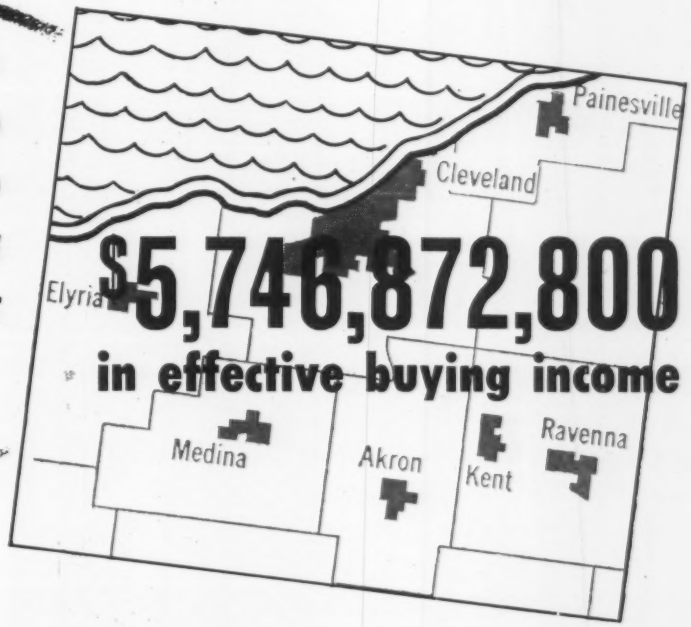
For the Complete KLRA Story, Ask any O. L. Taylor Office

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO

KLRA
LITTLE ROCK

What's YOUR Cut on a Six Billion Dollar Deal?

YOU'VE GOT A POWERFUL HAND —17 RICH OHIO COUNTIES, AND THE STAKES AMOUNT TO . . .



CHIEF SAYS: FOR BETTER RESULTS, IT'S

- *Cleveland's Strongest Signal*
- *Best Local Programs*
- *Favorite Network Shows*
- *Sales Minded Merchandising*

WJW offers its help — a new folder of useful sales statistics, compiled especially for you who sell to the great Northern Ohio market. Send for your copy now!

Play your cards right . . . let Cleveland's CHIEF Station Sell Ohio's Chief Market for *YOU!*

WJW

CLEVELAND'S *Chief* STATION

5000 WATTS **BASIC ABC**

WJW BUILDING **CLEVELAND 15, OHIO**

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

Station WJW
WJW Building
Cleveland 15, Ohio

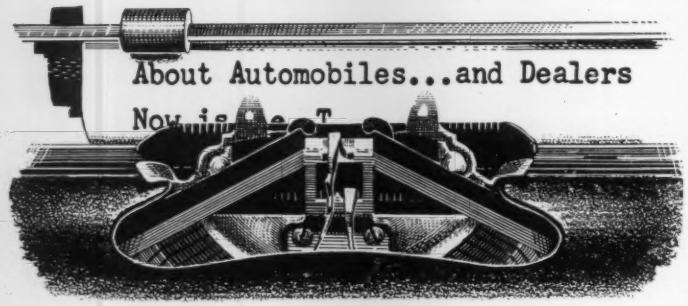
Please send me_____copies of your Northern Ohio Market folder.

NAME_____

ADDRESS_____

CITY_____

ZONE_____ STATE_____



WASHINGTON, D. C.—New car dealers in nearly every community in America will offer voters free transportation to the polls in this year's important presidential election.

The country's new car dealers are local businessmen close to the people of their communities, and are in the unique position of being able to offer free transportation to those who'll need it.

Dealers are being urged by their national association to use all available cars for bringing to the polls voters who might otherwise not be able to get there ***and thousands are responding!***

New car dealers offer this public service in a wholehearted belief in the privilege of the ballot. This is a non-partisan effort to turn out a record breaking vote. Keynoting action is their slogan . . . "Vote as you please, but VOTE".

Participating dealers recognize that voters must know of the availability of transportation and many will use posters and window strips to catch public attention. Many new car dealer-groups will use promotional kits, being prepared now, containing suggested newspaper ads, logotypes, radio copy, press and radio releases, etc. Mats for ad-use will be made available to these groups.

One of a series from the National Automobile Dealers Association —Any material contained herein may be reproduced without permission.
for further information or research material on New Car Dealers, write or phone:
DIRECTOR OF PUBLIC RELATIONS, N A D A
1026 17TH ST., N. W. WASHINGTON, D. C. REPUBLIC 6946

POLITICAL LIBEL
WBEL's Protection Idea

A STEP toward mitigating broadcasters' vulnerability to libel suits in connection with political broadcasts has been taken by L. O. Fitzgibbons, co-owner and general manager, WBEL Beloit, Wis.

Mr. Fitzgibbons explained last week that he had approached the problem from "a moral standpoint rather than a strictly legal one." His partial solution is in the form of an agreement to be signed by the person making the talk on radio or TV.

"So far our experience with the use of the form is very limited but we anticipate no difficulty by presenting it at contract-signing time rather than when the speaker shows up with an angry, retaliatory speech," Mr. Fitzgibbons explained.

"Since libel is a matter for court determination we know this form is not fool-proof protection but we feel that with it we have a better chance to get questionable matter taken out of the script," he added. Language of the form follows:

The undersigned, having purchased time on WBEL Beloit, Wisconsin, for the purpose of influencing voters in the exercise of their right of franchise, hereby stipulates as follows:

1. That he is opposed to the broadcast of any material which is in fact, or might be deemed to be obscene, indecent, profane, libelous, slanderous, defamatory, or malicious, on the grounds that the broadcast of such material would be contrary to the public interest, contrary to the principles of common decency and fair play and a contravention of good government;

2. That he, therefore, agrees on behalf of himself and any person or persons whom he represents that no portion of any broadcast either live or recorded for which he has contracted, shall contain any language or material which is in fact or might be deemed to be obscene, indecent, profane, libelous, slanderous, defamatory, or malicious;

3. That if WBEL, acting in good faith and in an expeditious manner, gives notice that material which has been profferred for broadcast does contain, material or language which in fact or might be deemed to be obscene, indecent, profane, libelous, slanderous, or malicious, the same shall be deleted forthwith or changed and the undersigned herewith authorizes and directs the candidate or whoever shall be in charge of the broadcast to make such deletions and changes as may be necessary;

4. That in the event such material or language which is in fact or might be deemed to be obscene, indecent, profane, libelous, slanderous, defamatory, or malicious shall not be deleted or changed the undersigned herewith requests WBEL to refund in full any and all moneys paid for the broadcast in which such material and language occurs and upon payment of such refund directs the cancellation of that portion of his contract on the understanding that time cancelled in accordance with this paragraph shall not in any way affect any other time periods contracted for;

5. That this instrument is the voluntary act and deed of the undersigned and that no duress of threat of any kind, expressed or implied, has been used by WBEL or any representative thereof, to obtain signature hereon nor as a condition of obtaining broadcast time.

DURING first week of September, some 28 radio outlets in the eastern U. S. began broadcast of 13-week serialized adaptation of "Son of the Stars," one of the *Winston Science Fiction Series.* Planned as promotion for five books published thus far, broadcasts are available from tapes provided free by Winston Co., Phila.

KWKH CONTEST
Puts CBS Impact to Test

HUNDREDS of KWKH-AM-FM Shreveport, La., listeners flooded the mails with answers to a traffic safety contest sponsored by the station in cooperation with the *Shreveport Times* and the Caddo-Bossier (Parishes) Safety Council.

The two-month campaign began July 1. The letters C-B-S were stenciled on the sidewalk at all downtown intersections. KWKH listeners were asked to write in, identifying the letters. A 17-year-old listener came up with the correct answer: "Caution Begets Safety.'

But many listeners believed that the letters stood for Columbia Broadcasting System. While this was not the right answer to win the $25 prize, it was certainly the right answer from the viewpoint of KWKH, CBS Radio outlet for that area.

FCDA EXECUTIVE
Becomes Granik Producer

JESSE BUTCHER, audio-visual officer with the Federal Civil Defense Administration the past 20 months, has been named producer for Theodore Granik's two programs — *American Forum of the Air* and *Youth Wants to Know.* He accepted the new post the past fortnight.

Mr. Butcher

Mr. Butcher, former network and advertising agency executive, joined FCDA in January 1951. He was placed in charge of the agency's Audio-Visual Div., which handles radio-TV and film activities. Mr. Butcher previously served in executive public relations capacities with CBS and NBC. During World War II he was radio director of the USO-National War Fund.

Steve McCormick, deputy assistant to Mr. Butcher, has been named acting division director. Mr. McCormick formerly was director of FCDA's Radio Section.

JERSEY NETWORK
Planned for Candidates

PLANS have been completed for the establishment of Network, New Jersey, a four-station radio network claiming a combined coverage of 97% of the radio homes in New Jersey. Participating stations are WPAT Paterson, WBUD Trenton, WMID Atlantic City and WWBZ Vineland.

Primary purpose of the network, spokesmen said, is to present four-station coverage to political candidates at minimum cost.

To a radio advertiser

who saw a

headline like this

Disaster Regions Named As A Step To Drought Loans
Crop Losses Are Rising, Livestock Endangered;
Is Worst Hit
Many farmers still had anxious eyes turned skyward at the end of the week as the U. S. Department of Agriculture took steps to grant emergency loans in areas badly hit by this summer's drought.

instead of this

Cedar Rapids

Iowa

...where the everything-outlook is great

600 KC 5,000 WATTS

BASIC CBS RADIO NETWORK

REPRESENTED NATIONALLY BY THE KATZ AGENCY

WWL—South's Greatest Salesman

NEW ORLEANS

WWL New Orleans *sells to more Southerners than any other advertising medium, because* ***WWL*** *reaches more Southerners*

XUM

Moves All These Famous Brands . . .

- 50,000 watt clear channel coverage over 4-state area still unquestionably radio dominated.
- Highest ratings earned by brightest CBS stars and home-grown personalities.
- Extras for advertisers — Drug Store and Super Market displays, newspaper ads, 24-sheet posters, streetcar and bus signs — more selling support than from any other station South.

Let WWL, South's Greatest Salesman, Sell for You!

WWL

NEW ORLEANS

CBS Radio Affiliate 50,000 Watts Clear Channel

A Department of Loyola University • Represented Nationally by the Katz Agency

Strictly Business

(Continued from page 16)

Mr. Wallace says.

Upholding his statement with survey figures showing the tremendous out-of-home listening which radio gives its advertisers, he declares that "radio's cost to an advertiser is based on last month's ratings which are confined to a small portion of the actual tune-in."

A veteran of some 20 years in the broadcasting business, he maintains that in radio and TV, all sales are local. He theorizes that a station representative must try to be the best local salesman on the staff of each station he represents.

Mr. Wallace believes that in order to carry out his assignment successfully, the station representative must know the market, buying habits and station's programming and be able to translate this knowledge to meet the desires and needs of a national advertiser.

Born in Burlington, N. D., Jan. 12, 1912, Bill Wallace obtained his early public schooling there. He was graduated from high school in Fargo where his family had moved. He enrolled in Moorhead State Teachers College at Moorhead, Minn., in 1932.

Mr. Wallace was an active student at college and found time in the summers to work in a bank and at a department store. He sold space as advertising manager for all the campus publications. An English and drama major, the youth engaged in campus theatrical activities and during one summer he traveled with a stock company.

This led to dramatic roles with WDAY Fargo and KGFK Moorhead (now KDAL Duluth) while he still was a student. He did a bit of announcing, handled an occasional sportscast and sold time in addition.

With more than a taste of radio behind him, Mr. Wallace left college after 2½ years to become commercial manager of KGFK. There, he handled play-by-play baseball and started his *Uncle Bill* birthday bells program, a daily feature on KGFK and other stations as well.

To KFJM Next

With sale of KGFK to Dalton LeMasurier in 1936, Mr. Wallace was transferred to KFJM Grand Forks, N. D., as an account executive. He doubled as sportscaster and also handled special events for the next couple of years.

Despite his heavy schedule, Mr. Wallace found time to court Adelphia Brackley, a Moorhead school teacher. They were married on July 3, 1937. With Craig, aged 10, and an important member of the household, they make their home today in suburban La Canada, some 14 miles from Hollywood and Vine.

In the fall of 1938 Mr. Wallace became manager of KOVC Valley City, N. D. Two years later, when KFBB Great Falls, Mont., needed a national sales manager, the enterprising Mr. Wallace was chosen.

A year later, however, he returned to Minneapolis to become sales manager of the now defunct North Central Broadcasting System, consisting of 26 midwest stations.

These were war years and in 1943 Mr. Wallace left the radio business for the next 12 months to operate a family-owned farm in Minnesota.

Full of vigor, he returned to the industry in fall of 1944 to join Weed & Co. in Chicago as account executive. Two years later he was made sales manager for John E. Pearson Co. in that city.

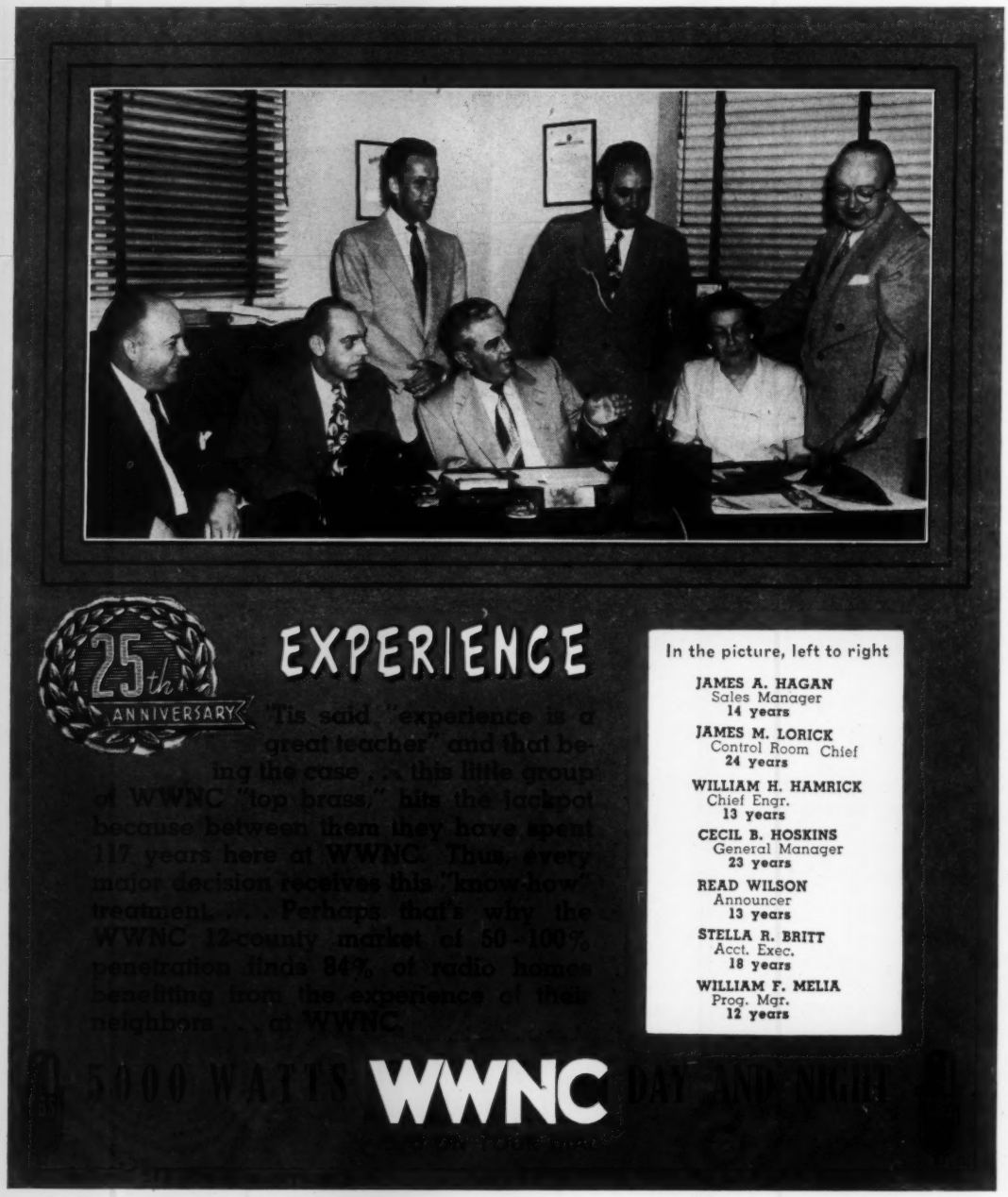
Because of his family's health, he returned to Minneapolis in 1948 to join Frederick W. Ziv Co. transcription sales division for 18 months as Minnesota representative. Then he became sales manager of Broadcast Services Inc., franchise holders of Transit Radio in the Minneapolis-St. Paul area, resigning in 1951 to establish West Coast offices for Adam J. Young Jr. Inc., in Hollywood, on Oct. 1 of that year.

Very much the family man, Mr. Wallace lays claim to no particular hobby. If there be one, he says, it might be the sport of the season. He is a faithful baseball, basketball and football follower. He also continues his interest in the theatre.

He is a member of the Hollywood Advertising Club, Sigma Tau Delta and Alpha Psi Omega (national dramatic fraternity).

Everyday Listening

A WFAA Dallas local favorite, *The Early Birds*, on Sept. 7 began a seven-day-a-week program schedule. The program until that time had been heard six days weekly. Alex Keese, station manager, comments, "I believe a seven-day week is one of the factors overlooked in radio. Favorite entertainment programs, like *The Early Birds*, will also become a daily habit by being available every day in the week." He adds that WFAA's national representative, Edward Petry & Co., has indicated that the seven-day schedule is a definite first for WFAA.



NBC EMPLOYES attended company's 11th annual outing Sept. 6 at Bear Mt. State Park, N. Y. ABC employes held their annual outing Sept. 4 at Weeburn Country Club, Darien, Conn.

XUM

The XL Stations

RESULTFUL ADVERTISING
on the XL Stations Pays Big Dividends Continuously.

KXL PORTLAND • KXLY SPOKANE • KXLF BUTTE • KXLL MISSOULA • KXLJ HELENA • KXLK Great Falls • KXLQ BOZEMAN

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company

TOA Sizes Up Its TV Problems

(Continued from page 27)

of the convention events.

TOA President Wolfson said the industry's problems add up to a fight for industry survival and predicted the Washington meetings would lead to concrete steps designed to bring eventual solution of many of these issues.

TOA's business program started Sunday with registration, committee meetings and opening of the 1952 trade show at 3 p.m. Executive Committee and Nominating Committee met, the last-named to draw up a slate for election of officers.

Monday morning's agenda includes registration and the trade show, followed by a 11 a.m.-2 p.m. brunch. The TOA board meets at 2:30. This meeting is open to all members. A meeting is scheduled by the Legal Advisory Committee. World premiere preview of the 20th Century-Fox motion picture, "The Snows of Kilimanjaro," is scheduled at 8:30 p.m., with high Washington officials to be TOA's guests. Ava Gardner, a star of the picture, is expected to head a Hollywood talent group.

First convention business session at 9:30 a.m. Tuesday will find A. Julian Brylawski of Washington, convention chairman, presiding. President Wolfson will deliver the opening address. Elmer C. Rhoden, Fox Midwest Theatres, will give the keynote address, followed by Herman M. Levy, general counsel, with a discussion, "What to Do About ASCAP."

The Tuesday luncheon will include a Will Rogers Memorial Christmas salute by Abe Montague. Myron Blank, United Detroit Theatres, is luncheon chairman.

Second business session Tuesday will deal with the arbitration plan, with discussion in charge of the Exhibitor - Distributor Relations Committee. Walter Reade Jr., of Walter Reade Theatres, is chairman. Speakers are Mr. Wolfson; Mr. Fabian and Mr. Levy. The distributor side will be presented by William F. Rodgers, Loew's Inc.

Evening feature is a "Show Boat Party" boat trip to Mount Vernon with Coca-Cola Co. as host.

Theatre television will be discussed at the Wednesday morning meeting, with Robert O'Brien, United Paramount Theatres, presiding as chairman of the TOA Theatre Television Committee. On the panel will be Mr. Fabian and Marcus Cohn, TOA television counsel and general counsel of National Exhibitors Theatre Television Committee. Other morning topics will be led by the 16 mm committee, with Chairman Walter Morris, Knoxville, presiding, and a discussion of the government's 16 mm anti-trust suit by Messrs. Wolfson and Levy.

Concessions will be discussed at the Wednesday luncheon, with Harold J. Fitzgerald, Fox Wisconsin Div., chairman of the concessions group. Again in the afternoon the subject of concessions will be taken up at a business meeting. Other topics follow: Drive-ins, Jack Braunagel, chairman; admission taxes, Alfred Starr, chairman, and Pat McGee, TOA director and co-chairman of the Council of Motion Picture Organizations tax committee. Sam Pinanski, American Theatres, will lead the COMPO discussion. A seafood dinner concludes the Wednesday agenda. Pepsi-Cola is host.

A closed business session is scheduled Thursday morning, with Sam Kirby, Missouri, TOA board member, presiding. Research problems will be taken up at the luncheon, with C. E. Cook, midwestern operator, presiding. Speakers are R. H. McCullough, representing Mr. Skouras, and Nathan D. Golden, director of NPA's Motion Picture & Photographic Products Division.

Final business session Thursday afternoon will cover the national plan to stimulate attendance. M. A. Lightman Sr., Memphis operator, will preside. Mr. Johnston, as president of Motion Picture Assn. of America, will speak at the Thursday dinner. Morton Downey will sing.

O'Brien Report

In his report as chairman of the Theatre TV Committee, Mr. O'Brien will point to the rapid expansion of this medium in the past year. A highly specialized medium, theatre TV is not expected to compete seriously with broadcast television. Thus far sports events have comprised a major part of the service, with the greatest future foreseen in the fields of business and public service.

More than 80 theatres in 50 cities are expected to carry the Walcott-Marciano fight Sept. 23, with radio and TV broadcast service blacked out. Theatre admissions will run up to a peak near the $5 mark.

Since availability of programs that will draw theatre TV audiences is limited, backers of the medium point to its advantages for conventions of national organizations. This selective communication can be used by the home office of large companies to contact field groups. Closed-circuit meetings can be conducted with two-way hookups.

TOA points to cooperation with Federal Civil Defense Administration in providing theatre facilities for training of civilian defense workers via two-way lines. Other public service uses are envisioned.

TOA is not planning to participate actively in the FCC's accounting-technical hearings starting Oct. 20, preparatory to the main hearings scheduled to start in January.

BING CROSBY has been named president of Citizens Vote Inc., L. A., a non-profit non-partisan organization formed by Junior Chamber of Commerce to stress importance of registering and voting.

RCA PROJECTOR

Readied for Theatre Color

COLOR television will come to theatres by means of a projector now being developed by RCA, O. B. Hanson, NBC vice president and chief engineer, said Friday in an address to the Communication Division Symposium of the American Institute of Electrical Engineers, meeting in Chicago. His forecast matches a prediction made by high officials of Theatre Owners of America..

With many theatres equipped to present large-screen TV, Mr. Hanson described theatre TV as "fast becoming a mass-audience entertainment medium." He said RCA's color TV projector is compatible with the black-and-white system now in use.

Television will soon become international in scope, and compatible color will be added, Mr. Hanson said. Noting advances in both radio and TV, he said, "Together with radio broadcasting, TV has become a shining symbol of America's vitality and the will of our people to extend science and industry for the greatest possible good and enhancement of our way of life."

He pointed out that industrial television on closed circuits offers another important field, with the fundamental aim of extending human sight for the benefit of commerce, industry and education.

Within a few years, he said, America will have 50 million TV set owners and there will be stations in range of nearly every community. He estimated 2,000 U. S. television stations will be linked in transcontinental and regional networks.

In an official forecast of theatre television's possibilities, Theatre Owners of America, holding its annual convention in Washington this week, predicted that "the day is not too long distant when the tremendous impact of color will be added to the existing advantages of theatre television."

TOA said color experimentation "is going forward rapidly," recalling RCA experimental showings in 1951 and demonstration of the Swiss Eidophor system by 20th Century-Fox.

GE Amateur Award

EDISON Radio Amateur Award, to be given to an amateur radio operator who in 1952 performs "a meritorious public service on behalf of an individual or a group in a disaster area, in civil defense or in similar situations," has been announced by General Electric Co.'s Tube Dept. Judges are E. Roland Harriman, American Red Cross president; Comr. George E. Sterling, FCC, and G. L. Dosland, American Radio Relay League president.

WBNS-RADIO reaches rural areas, too!
Sponsors eager to reach rural—as well as city customers—get *both* with WBNS-Radio. Small town and farm populations make up a large part of Central Ohio's 24-county BILLION DOLLAR market. There's 1-¼ million potential customers here. Like their city cousins, rural listeners go big for WBNS programming—well-balanced entertainment that combines top CBS shows with popular local programs.
ASK JOHN BLAIR
WBNS RADIO
POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO
CENTRAL OHIO'S ONLY CBS RADIO OUTLET

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEA

30 years of skilfully fitting a top-quality medium to a top-quality market is ringing cash registers all over rich Central New York for WSYR's and WSYR-TV's local and national advertisers.

Write, Wire, Phone or Ask Headley-Reed

WSYR ACUSE
AM • FM • TV

NBC AFFILIATE —The Only Complete Broadcasting Institution in Central New York

ALL AMERICA IS
VOTING FOR
ZIV'S NEW RADIO SHOW . . .
Starring
Tyrone
Power
America's Favorite Son
Featuring
Edwin C.
Hill
Humanizing the WHY
and HOW of Government!
FREEDOM
USA

XUM

EXCITING!
AUTHORITATIVE!
INFORMATIVE!
COMPELLING!
THE PROGRAM 154,000,000 AMERICANS AMERICANS WANT TO HEAR!
FREEDOM U.S.A."
THE NON-PARTISAN INSIDE STORY OF WASHINGTON, D. C.
ACCLAIMED BY STATIONS, AGENCIES AND SPONSORS AS THE NO.1 PROGRAM ON THE AIR!
PERFORMING A GREAT PUBLIC SERVICE! TAKING LISTENERS RIGHT INSIDE THE U. S. SENATE!
WITH DAVID ROSE • JIMMY WALLINGTON AND AN ALL-STAR SUPPORTING CAST
TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORS
FREEDOM USA
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

editorial

Best Regrets

HORSE-SENSE and Hollywood are not invariably thought of together. Perhaps that is why we took particular delight in a recent news item from the western wonderland reporting that four television stars neglected to appear at a ceremony at Ciro's in which a local fan magazine hoped to give them awards and, in return, collect some publicity.

The sensible elements in broadcasting owe a vote of praise to Groucho Marx, Lucille Ball, Red Skelton and Jack Webb, star of *Dragnet*. Let it be remembered that they sent their regrets when invited to receive an award.

If we were disposed to present awards, we'd give them to those who decline awards, and we would hope to run out of our stock of plaques, scrolls, statuettes or whatever immediately.

Homes Sweet Homes

IT WOULD be hard to imagine a more significant and cheering bit of news for radio broadcasters than the radio homes figures turned up in the Nielsen Coverage Survey and reported in this publication a week ago.

The survey, of national scope, found that the number of radio homes in the U.S. increased by nearly three million between the time of the 1950 U.S. Census and last spring. Two years ago 95.6% of all homes were radio-equipped. Now 98% have radios.

Considering how near total saturation radio was in 1950, it is remarkable that it could gain so much by 1952. The phenomenon is all the more extraordinary for having taken place in a period of rapid television development, which was supposed by some to have arrested the growth of radio.

There is no doubt that television has distracted some attention from radio. It is no less certain that radio still occupies an important place in people's lives, even in television homes, else why should the degree of radio saturation be increasing in television areas? Not even the most rabid television partisan would claim that people are buying radio sets for decorative purposes alone.

As statistical evidence accumulates, it becomes obvious that the American radio and television systems are destined to be considered as complementary media and not as an old technique being cannibalized by a new. It is encouraging to note that this view is cropping up among radio-TV customers. A speech by Everett Zeigler, account representative of J. Walter Thompson Co., to the NARTB District 15 meeting Sept. 5 is in point.

The agency and advertiser "need everything advertising can offer us in the way of selling techniques," Mr. Zeigler said. "We need what radio and television—or any other media—can offer in order to move the vast quantities of merchandise America has shown the capacity to produce.

"Sometimes today, though, it seems that radio is so concerned with TV that it loses sight of its positive assets."

It is unfortunate that radio broadcasters have to be reminded by their customers that they are selling their own medium short. Perhaps such basic revelations as the Nielsen Coverage Survey and such clear-headed advice as Mr. Zeigler's will introduce needed rationality among both buyers and sellers of broadcast advertising.

The Stout-Hearted

THERE WOULD seem to be more useful purposes for radio and television than those of a soap-box, forever reserved for every political orator, however questionable his intentions.

Two candidates of the Progressive Party had their turns on the soap-box the afternoon of Sept. 6. How this facility was presented to them tells a lot about the peculiar law (and the FCC's even more peculiar interpretations of it) that governs political broadcasting.

Early in July the Progressives held their national convention, to the accompaniment of virtually no notice in the press, and selected as Presidential candidate one Vincent Hallinan. Mr. Hallinan was unable to accept the nomination in person as he was languishing in McNeil Island federal prison for contempt of court in connection with his service as a defense lawyer in the Harry Bridges trial. Quite a few stations carried the acceptance speech delivered on his behalf by his wife.

Later in July the Republicans and Democrats picked their Presidential candidates who, not being so cruelly inconvenienced as Mr. Hallinan, spoke for themselves on national radio and television hook-ups. The Progressives charged political favoritism and set out, by a threatening letter, to get equal time on networks and stations that had not carried Mrs. Hallinan's speech at the convention.

A great many capitulated to the demand and carried a special broadcast Sept. 6 by Mr. Hallinan, who had served his time by then.

It is surprising that only 25 stations told the Progressives no. It is not at all surprising that the Progressives have asked the FCC to take action against these 25.

Here is a chance for the 25 courageous stations to make a fight for clarification of the political broadcasting law and of the often contradictory FCC interpretations of it—assuming that the FCC decides to make a case of it.

If nothing more were settled than a clearer definition of what constitutes "equal opportunity" and who is entitled to receive it, a step forward would be made. To the 25 stations that told the Progressives to jump in the Volga the broadcasting business must accord respect.

Sholis in the Slot

SOMETHING new is being added to the Presidential campaign. Conceivably, it could invade network rates, clear channels, the high cost of talent and just about every issue that has beset the broadcaster in the last decade.

Vic Sholis, vice president and director of the WHAS stations in Louisville, has joined the Stevenson campaign—latest of the broadcasters to become a political tycoon. High in the councils of the Eisenhower camp is Stanley R. Pratt, owner of WSOO Sault Ste. Marie, Mich.

Vic, who flashed across the radio-TV firmament since he left the government in 1941 to become director of the Clear Channel Broadcasting Service, became executive assistant to his fellow Kentuckian, Wilson Wyatt, Stevenson campaign manager, 10 days ago. But he had joined the entourage on the West Coast even before formal announcement could be made of his appointment. He returned to Louisville long enough to kiss his family and give his secretary the combination to the safe. He left management of the stations in the able hands of Neil Cline, sales director, until Nov. 10—after the elections.

We have a hunch that Vic was drafted, not so much because of his expert knowledge of politicking, but because he's another gent who has a way with words and phrases—just in case the Governor runs out of gas.

our respects to:

GERALD HARRISON

A REQUEST for a pair of passes to a hockey game in 1926 placed Gerald Harrison, then an ambitious young bank employe, into the ranks of radio pioneers.

Still a hockey enthusiast, Mr. Harrison is now president of WLLH-AM-FM Lowell, Mass., and of WMAS-AM-FM Springfield, Mass., which this month is celebrating its 20th anniversary.

While employed at the Federal Reserve Bank of Boston in 1925, young Mr. Harrison was vice president of the Bankers Athletic Club of Boston and manager of its amateur hockey team.

The following year there was no amateur hockey team and Mr. Harrison, having become accustomed to free tickets, stopped in at the Boston Arena and asked for a pair of passes for a scheduled game.

When George V. Brown, Arena manager, quipped, "Once a dead-head, always a dead-head," Mr. Harrison volunteered to be a timekeeper. Mr. Brown had one. A goal judge? Mr. Brown had two. Mr. Harrison had been listening to Graham McNamee broadcast a football game and suggested that he air the hockey game. Mr. Brown liked that idea and peeled off two passes.

Passes in pocket, Mr. Harrison went to see John Shepard 3d, owner of WNAC Boston, told him he represented George Brown who wanted his hockey games broadcast.

Mr. Shepard made the usual queries about schedule details, cost of the broadcast rights (they were free), and then asked who was to do the play-by-play. Mr. Harrison replied that he himself would.

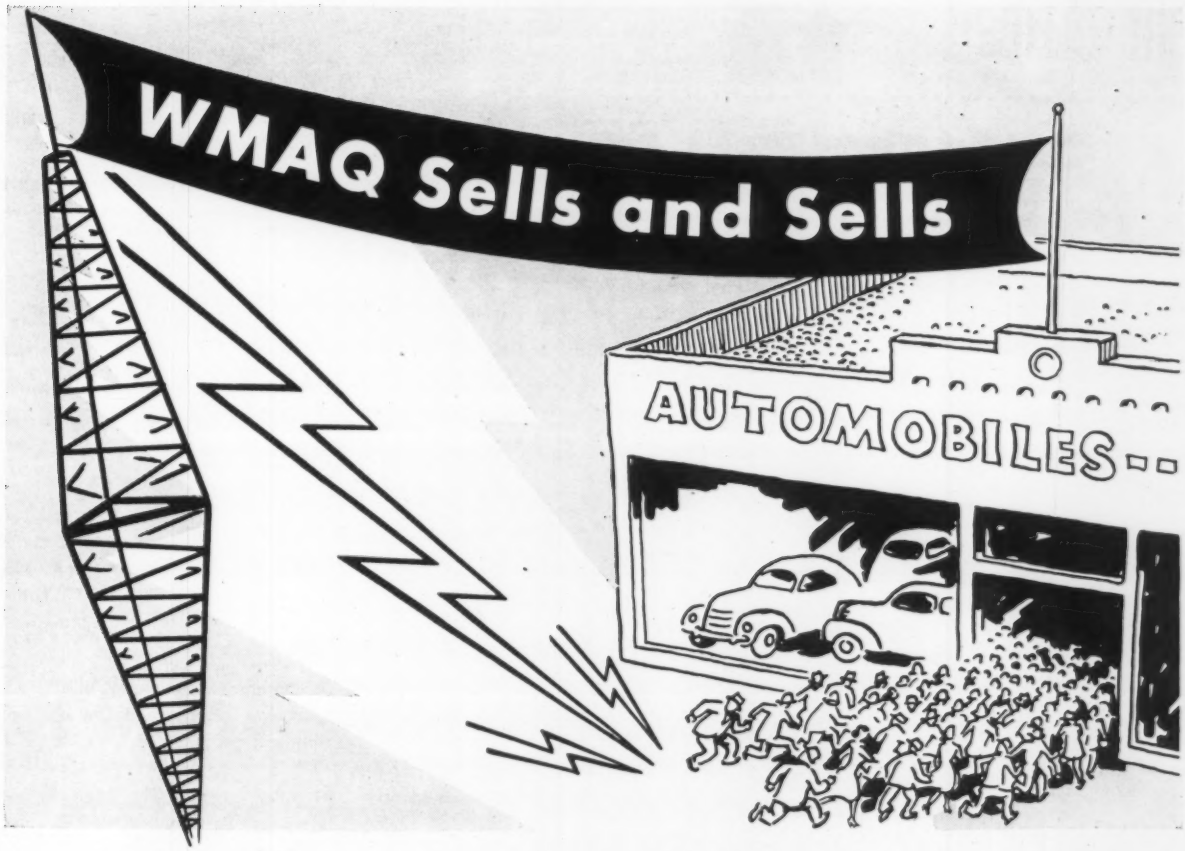
Then Mr. Shepard had a few more questions. Had Mr. Harrison ever done any broadcasting before? The answer was no. Had he ever been in a radio station? No. Had he ever seen a microphone? No. Did he own a radio set? The answer to that also was no.

That was enough for Mr. Shepard. "You're honest and you've got plenty of nerve," he told Mr. Harrison. "Go ahead and do them."

The engineer who operated the remote pick-up on the first broadcast, Jack Dodge, had a 10 w station of his own, WAGS. Within three months that station was moved to the home of Carl Wheeler (now WMAS vice president) in Lexington and together with Messrs. Dodge and Wheeler, Mr. Harrison was one-third owner of a radio station.

Mr. Harrison was working in the bank in the daytime and broadcasting at night. The hockey games led to broadcasts of boxing

(Continued on page 66)



YES, WMAQ is the Chicago Radio Station that Sells and Sells

No matter what the product, more and more advertisers daily get new proof that Station WMAQ delivers sales.

For example, DOWNTOWN NASH, a Chicago automobile agency, currently sponsors 75 minutes weekly on Station WMAQ and according to Mr. M. Barkas, president of Barlit Productions, Inc., the DOWNTOWN NASH advertising agency, the results have been more than satisfactory. In fact, he wrote:

"We know that many, many people are hearing about DOWNTOWN NASH and their automobiles through ... WMAQ. Comments from DOWNTOWN NASH customers prove that."

Yes, SOME SPOTS ARE BETTER THAN OTHERS

in Chicago and they're on WMAQ. A WMAQ or NBC Spot salesman has the details.

NBC RADIO

Represented by NBC Spot Sales

WMAQ
CHICAGO

front office

WILLIAM L. CLARK, account executive, ABC-TV, to WPIX (TV) New York in newly-created post of eastern sales manager.

MATTY BRESCIA, former director of press and public relations for LBS, appointed general manager and promotion director of Southern Television & Radio Sales Inc., with headquarters at KWEN West Memphis, Ark. Other stations which Mr. Brescia will be associated with are WEAS Atlanta, WJIV Savannah and WGOV Valdosta.

Mr. Brescia

JACK McLEAN, program director, WJPS Evansville, Ind., promoted to sales manager there.

SUMNER PEARL, program director, WICE Providence, R. I., promoted to station manager.

JIM HIGSON, director, KHJ-TV Hollywood, named operations coordinator. He succeeds WILT GUNZENDORFER, temporarily shifted to WOR-TV New York in similar capacity.

WILLIAM G. RAMBEAU Co. appointed national representative for WVEC Hampton, Va.

JOSEPH H. McGILLVRA Inc. appointed national representative for WDOK Cleveland.

V. HAMILTON WEIR, vice president-general manager, WLEU Erie, Pa., has resigned. Future plans have not been announced.

CHARLES HUGHES, commercial manager, KPOL Los Angeles, adds duties of general manager. He succeeds HUGH R. MURCHISON, who continues as president and owner.

LT. COL. LESTER W. LINDOW, general manager, WFDF Flint, Mich., has completed two-weeks active duty with Radio-TV Branch, Office of Chief of Information, Dept. of the Army, Washington, D. C.

WILLIAM KIRKWOOD McDANIEL, sales manager, ABC Radio Western Div., to NBC Hollywood, as manager of spot sales. He replaces WALT DAVIDSON, recently named manager of spot sales, NBC-TV Hollywood.

ALAN TORBET, manager, KROW Oakland, Calif., to KSFO San Francisco, as general manager.

Mr. Torbet

BILL JOHNSON, sales staff, KOIL Omaha, to WISN Milwaukee, in same capacity.

MAJOR EDGAR L. TIDWELL, USA, chief of operations, Far East Network, transferred to Armed Forces Radio Service, L. A., in similar capacity.

J. G. SANDISON, sales staff, WTMJ Milwaukee, transfers to WTMJ-TV in same capacity.

JESS LAND to sales staff, KONG Visalia, Calif.

JACK MARKWARD, *New York News* advertising staff in Chicago office, to WHAS-TV Louisville, on sales staff.

Personals . . .

JAMES M. GRIFFITH, co-owner, KARE Atchison, Kan., named vice president of city's Chamber of Commerce in charge of civic affairs . . . DON PARK, account executive, KIEV Glendale, won his fifth sales contest held annually by station . . . DONALD J. QUINN, vice president-general manager, KXOC Chico, Calif., elected chairman of Merchants Committee, Chamber of Commerce there.

ROBERT J. McANDREWS, commercial manager, KBIG Avalon, Calif., will head entertainment division of Hollywood Chamber of Commerce membership campaign beginning Sept. 22 . . . LAWRENCE H. ROGERS, vice president, WSAZ-AM-TV Huntington, W. Va., father of boy, Lawrence H. III, Sept. 1.

LEE RUWITCH, vice president-general manager, WTVJ (TV) Miami, last week addressed Civic League of Miami Beach on "Economic Prosperity Through Television" . . . . WILLIAM E. FARRAR, owner of WRAG Carrollton, Ala., and manager of Pickens Theatre, Reform, Ala., appointed district governor of Rotary International for 1952-53 fiscal year . . . . OMAR F. ELDER Jr., ABC attorney, father of girl, Betty Ann, Sept. 8.

PHILCO FORMS
New Radio Division

PHILCO Corp. is establishing a separate radio division in recognition of the size and importance of its radio business, William Balderston, Philco president, said last week.

The new radio division will allow Philco to place greater emphasis on all phases of the company's activities in the home and auto radio field, Mr. Balderston said.

Larry F. Hardy, president of the radio division, announced appointment of William H. Chaffee as vice president. Frederick D. Ogilby will continue to direct the separate television division.

Mr. Chaffee, who was graduated from Princeton U. in 1932 and who joined Philco's purchasing department in 1934, served in the Air Force from 1942 to 1945, and in 1949 was named vice president and purchasing director of Philco. In 1950 he was elected to the board of directors. Last year he headed a special RTMA committee to study the outlook for new TV stations and receiver sales.

HUTCHISON QUITS
Presidency of WBIG

GILBERT M. HUTCHISON has resigned effective Oct. 1 as president-general manager-director of WBIG Greensboro, N. C., it has been announced. He joined WBIG, licensed to North Carolina Broadcasting Co., owned by Jefferson Standard Life Insurance Co., in 1938, becoming general manager in 1949 and later elected president and director.

Mr. Hutchison said he has several offers under consideration but will make no plans until he takes a long vacation and rest. He had postponed his resignation until WBIG's labor case before NLRB was settled [B•T, Sept. 8]. If a permanent WBIG manager is not named by Oct. 1, Larry Walker, vice president of Jefferson Standard Broadcasting Co., licensee of WBT Charlotte in addition to control of WBIG, will fill the position temporarily. Mr. Hutchison and his family reside at 114 Homewood Dr., Starmount, N. C.

CELEBRATING 3 DECADES OF PUBLIC SERVICE

In 1922, the year WREC was born, the first commercial program was broadcast. From those pioneer days through 3 decades of constant growth WREC prestige has been built upon superior service to listener and advertiser alike. Engineering perfection, quality programming and adequate power continue to gain an ever-increasing audience of interested listeners. Through this policy of operational superiority we shall continue to grow.

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS, 600 KC. 5000 WATTS

CAMPAIGN STEPPED UP More Media Buys

EMPHASIZING a change of pace in fireside campaign techniques, the Democrats will use a documentary format on network radio-TV this week.

At the same time, the party was putting the finishing touches on "an extensive" spot drive, mostly radio but including some TV announcements.

This is the latest development as the Presidential candidates move along in high gear [B•T, Aug. 4, et seq.].

Meanwhile, the Republicans were equally active. The GOP National Committee announced it had bought radio-TV time for three talks this week—two by Gen. Dwight Eisenhower, Republican Presidential nominee, and one by Sen. Richard Nixon (Calif.), his running mate.

GOP county committees also purchased time on local levels as political revenues accrued in larger quantities to individual stations and networks alike.

With a number of talks by Democratic nominee Adlai Stevenson behind them, his campaign planners have prepared a film sequence encompassing highlights from the Governor's talks, plus color and human interest shots. A similar package has been transcribed for radio. John Vandercook will serve as commentator.

The Democratic National Committee bought time on NBC-TV and MBS radio (full network) from 10:30 to 11 p.m. EDT for the program, as yet untitled. The purchases represent at least $45,000 worth of time.

If successful, the documentary format will be used periodically after Stevenson speeches as a varied pace for the voters. The Democratic Presidential candidate is expected to appear on radio and/or TV at least once a week up to election eve. A number of time segments tentatively have been reserved on national networks.

The party's Finance Committee is still seeking contributions for its Radio-TV Victory Chest. Beardsley Ruml, committee chairman, plans a nationwide drive for funds for all media, noting high cost of radio-TV appearances and claiming that most of the money in the party treasury (about $800,000) had been spent for time before he became chairman of the committee.

"Electioneering in 1952 isn't a matter of a soapbox and a torch parade. When a candidate talks he talks to millions—before a television camera and a microphone," Stephen A. Mitchell, chairman of the Democratic National Committee, explains to party workers. "We need the money—badly. We've got to buy more television, more radio."

Local Buying Urged

Local political groups are being urged to cooperate with the national committee and community-area stations. An example: The Johnson County, Iowa, Democratic Committee has bought $500 worth of time on KXIC Iowa City for eight 5-minute programs and one half-hour show starting Oct. 21.

The Joseph Katz Co., Baltimore and New York, is now working on the spot announcement program, to be issued in a fortnight. There was no estimate on the proposed spot campaign but a goodly sum will be expended, it was learned.

Money problems also plague the Republicans. Robert McConnell, member of the GOP National Finance Committee, called for a vigorous all-out advertising campaign, adding the election will be won or lost on television. He said $8 million for TV time alone is a minimum, counting expenditures at all levels.

Commitments for Eisenhower-Nixon talks next two weeks represent well over $100,000. Schedule calls for talks by Sen. Nixon in Pomona, Calif., this Wednesday (11:30 p.m. EDT) on 32 ABC-TV stations and the Don Lee Network, with simulcast in California only; by Gen. Eisenhower in Kansas City, this Friday (10:45 p.m. EDT) on NBC radio and television; and by the general again in Baltimore, Sept. 25 (9:30 p.m. EDT) on DuMont TV Network and CBS Radio. The Nixon talk is under auspices of the Eisenhower-Nixon Committee of Southern California.

The Republican Presidential nominee also was slated to speak in St. Louis this Saturday, though there was a possibility that a jurisdictional labor dispute of the AFL might prevent any radio or TV coverage. The appearance is not listed as a major network commitment by the GOP National Committee.

Television will be used by the New York Republican County Committee for the first time in its history to present national, state and county issues of the present campaign, according to Thomas J. Curran, Republican county chairman.

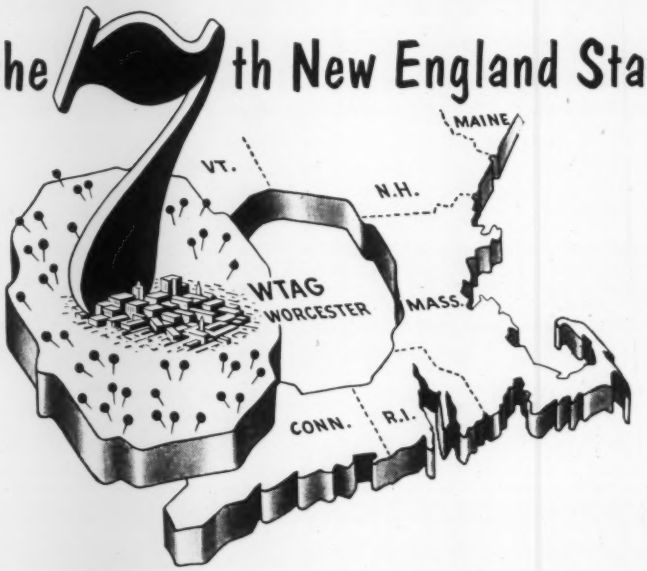
Mr. Curran revealed that the county committee will sponsor seven TV programs over DuMont, starting this Wednesday and continuing through Wednesday, Oct. 29. The programs, scheduled for 8-8:30 p.m., will make use of film and live action shots by professional actors and public figures to dramatize campaign issues.

For the kind of promotion you treasure

Use the station that has the right bait*

And provides the best listening pleasure

in the 7th New England State



*Personalities and Programs that build and sell a receptive audience

WTAG AND WTAG FM • 580 KC • BASIC CBS

WORCESTER, MASSACHUSETTS

See Raymer for reasons

"We would pay a premium for these 50,000 Air Shipments yet we actually saved thousands of dollars!"

Robert S. Woolf, Mgr., Teletranscription Dept., Dumont Television Network

"When we ship TV film, we're interested in *service*. We can't afford to take any other attitude. We've bought program time all over the country, and those programs *must* be filled.

"We at Dumont use Air Express. It's the fastest. It has all-point coverage. Above all, it is DEPENDABLE.

"As to cost – Air Express costs Dumont *less* than other air services would, by thousands of dollars per year! For instance, on our regular shipments to Detroit, other services cost 37% to 337% *more* than Air Express. And we can't duplicate the service at any price!

"The Air Express people have carried upwards of 50,000 shipments for Dumont in the last four years. Their ability to trace shipments – especially when being shuttled between stations – is almost uncanny! It has helped us out in many an emergency.

"It pays to specify Air Express – in more ways than one!"

AIR EXPRESS

GETS THERE FIRST

Division of Railway Express Agency
1952 – our 25th year of service

Advertisement

From where I sit *by* Joe Marsh

No Longer Two Sides to This Question!

Ever seen those two-family houses they have in some places—with separate front doors and porches—side by side? My sister owns half of one and lives in it, near Philadelphia.

Nice little frame home. Only Sis painted her half brown and the other family always painted theirs green. Ruined the effect—but for years neither family ever thought of suggesting that they both decide on a common shade.

Now Sis writes that their two-toned home is no longer. "I mentioned we were going to repaint," she says. "And they said let's get a color we *all* like. So we did. A nice shade of gray for both sides."

From where I sit, so often when there's a difference of opinion it's best to sit right down and work things out (like when our volunteer firemen decided to serve both lemonade and *beer at their annual picnic last month). Don't let prejudices "color" your opinion of your neighbor. He'll probably be quite as open-minded as you are.*

Joe Marsh

Copyright, 1952, United States Brewers Foundation

Our Respects to

(Continued from page 60)

matches, wrestling and major league baseball.

On the subject of 10 watters, Mr. Harrison will never forget the time he phoned Orestes Caldwell of the old Federal Radio Commission and requested a power increase. The following day he received his reply in a telegram addressed to "General Harrison" at the Federal Reserve Bank. Mr. Harrison often wonders if Mr. Caldwell misunderstood or whether the telegraph company inadvertently changed "Gerald" to "General." At any rate, the wire authorized an increase to 100 w.

In 1928, Messrs. Harrison and Wheeler became multiple-station operators with the purchase of WBET for $5,000. They transferred the outlet to Lexington, changed the call letters to WLEX, did some extensive promotion, and in 1930 sold the station to John Shepard for $125,000. During the two-year ownership of WLEX, Mr. Harrison recalls that they experimented with television, using a whirling disc with concentric holes.

Joins Yankee Network

Needless to say, Mr. Harrison had forsaken banking by that time and at that point joined Mr. Shepard's Yankee Network as director of station relations. When Mr. Shepard bought WLEX, he moved it to Boston and, as WAAB, it became the key station of a second regional, the Colonial Network. Mr. Harrison was director of station relations for Colonial too.

Because Yankee and CBS needed a link in Springfield, Mr. Harrison persuaded his friend, A. S. Moffat, to apply for what is now WMAS. For Lowell and nearby Lawrence, they moved the 100 watter in Lexington to Lowell, increased its power to 250 watts and added a synchronous transmitter at Lawrence. Mr. Harrison left Yankee in 1944 to take a more active part in management of the stations of which he is now president.

When FM began to hit its stride after World War II, it found Mr. Harrison right in step. Mr. Harrison is convinced that FM has been a dormant giant which some day will come into its own as the ultimate in the broadcast art. Both WMAS-FM and WLLH-FM operate fulltime with full power.

Mr. Harrison was born Sept. 21, 1899, in Somerville, Mass. He attended Lawrenceville School in Lawrenceville, N. J., and was graduated from Yale U. in the 1920s. In 1931, he married the former Janet Hoch of Belmont, Mass. They have three children, Ted, who is a freshman at Yale, and Geraldine and Stanley.

As for hobbies, Mr. Harrison lists sailing, skiing and swimming. He is a member of the Advertising Club of Boston, the Radio Executives Club of Boston, the Radio Pioneers, Yale Clubs of Boston and New York, the Boston Yacht Club, and is a past commander of the Crosscup - Pishon Post, American Legion, of Boston.

Mr. Harrison still finds time for an occasional hockey game. He doesn't mind buying the tickets now. But he's awfully glad he sought those passes back in 1926.

'CHAIN LIGHTNING'

NBC Expands N. Y. Plan

WNBC and WNBT (TV) New York's "Chain Lightning" merchandising plan for New York area supermarkets has been bolstered by the addition of more than 3,000 independent retail outlets to the some 1,800 chain markets already in the fold [B•T, Sept. 1].

In announcing this expansion last week, station authorities said the total outlets represent an estimated 75% of the $2 billion food industry in that area. Under the plan, independent stores contract as members of the NBC Quality Group and thereby participate in a promotional program benefiting them and the stations.

Main points of the plan are:

(1)—The NBC Cookbook, printed by the Consolidated Publishers of Chicago, will be sold to members of the plan who, in turn, will place them on sale. Cookbooks are to be promoted on WNBC and WNBT programs to build up supermarket traffic.

(2)—NBC star talent, including Bob and Ray, Jinx Falkenburg, Faye Emerson, Morey Amsterdam and Herb Sheldon, will be available for supermarket openings.

(3)—The stations are planning a window poster service featuring "NBC Star Values," promoting WNBC and WNBT advertisers. Extra copies will have blank spaces for the local merchants to write in their specials.

(4)—Mat service with NBC performers' pictures and cartoons to dress up limited-budget ads will be provided local newspapers.

(5)—WNBC will present a half-hour radio show, starring Jane Pickens, promoting NBC Quality Group stores.

(6)—Members will be eligible to send employes to see previews of Hollywood movies and vote in "Movie of Month" promotion. WNBC and WNBT have a similar promotion plan with Motion Picture Industry Committee of Greater New York. [B•T, Aug. 18.]

NSSR Plans Workshop

NEW SCHOOL for Social Research, New York, will offer 18 workshops and seminars in communcations, and in public relations, including courses in television writing, international communciations and international broadcasting and television, beginning Sept. 24.

"Pitch changes are no problem with this new tape reel!"
Says Bob Pappin, Chief Recording Engineer,
Schmitt Music Company, Minneapolis, Minn.
FOR Professional USE
SCOTCH
Magnetic Tape

NEW LARGE HUB on the "Scotch" Brand 7-inch professional reel produces a marked reduction in tension changes as tape is spooled off; this, in turn, reduces pitch changes remarkably. You can splice and dub from reel to reel with hardly noticeable changes in pitch. Timing errors are also reduced as much as 50%.

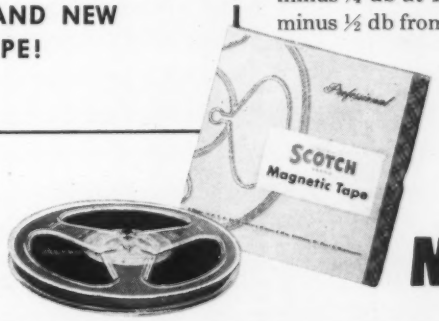
Diameter of the new hub is 2¾", compared with the 1¾" diameter of standard 7" reels. This gives it approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10½" metal reel.

Another feature of this new reel is the single small threading slot instead of the usual three. This minimizes mechanical distortion of the layers of tape nearest the hub.

SEE YOUR DISTRIBUTOR FOR A SUPPLY OF 7" PROFESSIONAL REELS AND NEW DRY LUBRICATED TAPE!

A greatly improved tape to match this greatly improved reel!

- **"DRY LUBRICATING"** process gives you a tape that practically eliminates sticking, squealing and cupping . . . a completely dependable tape that turns in a flawless performance in extreme conditions of heat and humidity!
- **THINNER CONSTRUCTION** allows a full 1200 feet of tape to be wound on the new reel despite its larger hub. Magnetic properties of this new tape are identical with "Scotch" Brand 111-A, the industry's standard of quality.
- **100% SPLICE-FREE!** Tape supplied on the new 7" professional reel is guaranteed to be completely free of splices.
- **GUARANTEED UNIFORMITY!** Output variation of tape wound on the new 1200-foot reel is guaranteed to be less than plus or minus ¼ db at 1000 cps within the reel, and less than plus or minus ½ db from reel to reel.



REG U S PAT OFF
SCOTCH BRAND
MAGNETIC TAPE

3M COMPANY

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

afternoon!

MELODY BALLROOM

WFBR crack disc jockey show—is the No. 1 radio record show in Baltimore in the afternoon!

Looking for a participation show you can brag about, instead of having to justify? WFBR's home-grown Melody Ballroom carries *more* audience than any other afternoon radio record show—*more than high-cost TV shows!* Make *sure* your radio dollar's well spent in Baltimore—buy Melody Ballroom on WFBR. Just ask your John Blair man or contact any account executive of . . .

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE, MD

WAAB SALE

FCC Approval Asked

SALE of WAAB Worcester, Mass., by Bruff W. Olin Jr. for approximately $160,000 to Wilson Enterprises Inc., was reported last week as transfer papers were filed for FCC approval.

Wilson Enterprises, former licensee of WCNT-AM-FM Centralia, Ill., is owned by George F. Wilson and his wife, Kathleen. Mr. Wilson formerly was commercial manager of WCFL Chicago.

Wilson Enterprises has pending a television application for uhf Channel 14 at Worcester and, according to the transfer application, plans to amend this request and consolidate it with the pending television application of Olin Corp. for uhf Channel 20 there after approval of the WAAB purchase. It is not known which channel will be sought then. Mr. Olin is sole owner of Olin Corp., WAAB licensee.

Mr. Olin, who will be retained by the new owner as consultant for a period of four years at an annual fee of $8,280, has not announced future plans other than that he intends to rest in Florida for some time.

WAAB, assigned 1440 kc with 5 kw fulltime and now an ABC affiliate, is one of the oldest radio stations in New England. Operated for many years by the Yankee Network as a Boston outlet, WAAB was moved to Worcester in 1942. Mr. Olin purchased WAAB in 1950 from the Yankee Network.

Wilson Enterprises sold WCNT-AM-FM earlier this year to Southern Illinois Broadcasting Corp. for $150,000 [B•T, May 26].

The WAAB sale was handled by Blackburn-Hamilton Co.

'FAIR' MEDIA

Urged by Truman

RADIO, TV, newspapers and magazines "have a great responsibility to be fair" in reporting political campaigns, President Truman told his Thursday news conference.

Singling out newspapers for criticism, he said he won in 1948 with only 10.3% of newspapers supporting him "and almost all the big circulation magazines were pro-Republican."

Authorizing direct quotation of his views, the President said, "If democracy is to work properly, the people must be able to read and hear not only the Republican story but the Democratic as well." He termed it "a rather pitiful situation—the small amount of political influence that the great free press of the United States has. Newspapers — especially daily newspapers— have become big business, and big business traditionally has always been Republican."

The President said he thought "fairness has been increasing" since Gov. Adlai Stevenson's speech criticizing newspapers, delivered a few days before in Oregon.

COMPLETING commitments for *Famous Fights From Madison Square Garden*, new film series on DuMont TV Network (WABD (TV) New York), are (seated) Elias Lustig (l), pres. and bd. chmn., Adam Hat Stores, and Louis M. Cowen, Adam exec. v. p.; standing, Frank Moore, gen. mgr., Adam's retail stores; William Koblenzer, DuMont act. exec.; Shepherd Brandfon, acct. exec., Hirshon-Garfield, agency; Bob Lewine, agency radio-TV dir.

FOUR Los Angeles stations are sharing in $60,000 TV spot campaign for Wonder Tray Co., Monterey Park —KLAC-TV KNBH (TV) KTTV (TV) and KNXT (TV). Dave Lundy (r), KLAC-TV sls. mgr., signs while George Francis (l), Wonder Tray pres., and Leonard H. Robin, acct. exec., Action in Adv. agency, look on.

DISCUSSING *Sports with Sherman* program on WBAP-TV Fort Worth are (seated, l to r): Karl Scharfenberg, owner, West Texas Appliance Co., sponsor; Jack Rogers, WBAP reg. sls. mgr.; Bud Sherman, WBAP sports editor; standing, Jack Guthrie (l), West Texas adv. mgr., and James McBride, McBride & Holmes, agency.

MUNTZ TV buys heavy schedule on WBT Charlotte, N. C., to introduce its line in that city. Don Adams (c), Muntz v. p. in chge. of sls., signs contract in presence of Jerry Colonna (l), Muntz TV stockholder, and Ben McKinnon, WBT sls. rep.

SANDRA Motors sponsors *All Star Hit Parade*, United Artists Pictures of Ill. Corp. property, on WBKB (TV) Chicago. Handling for auto firm are (l to r): Pat Banks, WBKB sls; Sam Shatten, Sandra pres., and Larry Stein, Lawrence Adv., agency.

PACT for *Telenews Daily* on WFBM-TV Indianapolis is signed for third consecutive year by Indianapolis Morris Plan. On hand for ceremonies are (l to r): Tevie Jacobs, Jacobs Agency; William Kiley, WFBM-TV coml. mgr., Gene Vaughn, stn. acct. exec.; Earnest Lee, IMP v. p., signing contract; Gilbert Forbes, show narrator and WFBM-TV news editor.

CANADA PREMIER

Private TV 'Considered'

CHANGE in Canadian government thinking appears to be under way on allowing independent broadcasters to operate television stations, Prime Minister Louis St. Laurent indicated at Vancouver. "The part to be played by privately-owned stations in extending national television services in Canada is being actively considered by the government," he said.

Only months ago Revenue Minister J. J. McCann had told the House of Commons at Ottawa there would be no independent TV station licenses issued in Canada until there was at least one government-owned TV station in each of Canada's 10 provinces.

Mr. St. Laurent told Vancouver citizens an early start is to be made on a TV station for their area, and also for the prairie and Atlantic Coast provinces. He said that at the next session of the Canadian Parliament the government would recommend a loan to the Canadian Broadcasting Corp. for three more TV stations.

For TV viewers the Canadian premier also had a few happy words, when he said there would be no TV receiver license fee for the remainder of the fiscal year, which ends March 31. He would not announce the amount of the annual license fee (CBC has suggested $15), or if there would be a license. But he did say that those who look at CBC TV programs will have to pay for them, that the costs should not be financed out of the general Canadian treasury since all could not see them.

Dunton Forecast

Commenting on the premier's announcement, CBC Chairman A. D. Dunton at Montreal, said it may take up to two years for the three stations to go into operation. He intimated CBC may suggest a loan of $3 million for the West Coast, prairies and Atlantic Coast stations promised by the Canadian premier. Sites, buildings and equipment must be planned and ordered after Parliament grants the loan.

Canadian independent broadcasters, through T. J. Allard, general manager of the Canadian Association of Broadcasters, Ottawa, welcomed the premier's announcement that private TV stations are under consideration, and said he hoped private stations "will not be surrounded by controls so stifling that provision of proper service will be impossible."

MEMBERS of the Japanese Embassy made their first TV appearance since the recognition of Japan by the U. S. when Tomiko Araki, daughter of the Japanese Ambassador, presented a group of songs on Ruth Crane's *Modern Woman* show on WMAL-TV Washington.

WMRO RENEWAL

FCC Grants Without Hearing

APPLICATION for license renewal of WMRO Aurora, Ill., without need of hearing was granted by the FCC in an order issued Sept. 4.

The Commission granted the renewal bid of WMRO Inc., licensee of WMRO with 250 w daytime on 1280 kc, after a favorable recommendation had been issued by FCC Broadcast Bureau Chief Curtis Plummer [B•T, Aug. 25, 18].

Earlier the Commission had set the application for hearing, later postponed, to determine whether WMRO had filed timely reports (ownership, financial, etc.) and had operated in compliance with FCC rules and engineering standards. WMRO acknowledged tardiness in filing some reports but said new office procedures had been adopted to assure greater attention. Engineeringwise, it had been charged with operating beyond signoff time on two occasions.

In announcing its order, the Commission noted that "the licensee is aware of its lack of diligence in the past" and "has taken steps to insure timely compliance with the Commission's rules and regulations in the future."

TREATY DRAFT

Copyright Protection Set

DRAFT of a new international treaty consolidating copyright protection in the free world was completed last week by representatives of 40-odd nations, meeting in Geneva, Switzerland.

Known as the General Universal Copyright Convention, the treaty is designed to assure in each country uniform protection for its own citizens and those of other countries. Literature, scientific and artistic works are covered.

The convention was drafted under auspices of the United Nations Educational, Scientific & Cultural Organization. Luther Evans, Librarian of Congress and U. S. delegate, said American ratification would require repeal of the clause in the present law limiting protection of English language books published abroad to five years unless the book also is published in the U. S. during that period. Universal minimum of 25 years protection is established.

Bar Assn. Report

THE TWO "outstanding events of the year were the lifting of the television 'freeze' and the passage of the McFarland Bill," according to the annual report of the Standing Committee on Communications of the American Bar Assn. The report, issued last week, covers highlights of FCC actions of the past year as well as relative highlights of the courts and Congress. It was submitted by Neville Miller, committee chairman, and Ben S. Fisher, Barmore P. Gambrell, Eugene L. Garey, John T. Quisenberry and Carl I. Wheat, Washington attorneys.

Coverage: where it counts—in the 37 counties surrounding Atlanta with 313,320 radio homes.

Programming: the best availabilities in top locally produced shows featuring Atlanta's outstanding radio personalities plus the high powered ABC programs.

Merchandising: our advertised wares to the consumer, retailer, jobber. An alert staff that makes certain each schedule pays off all down the line.

WGST is the winner everytime because she's got CPM.

Only ONE Station

DOMINATES

This Rich Growing 15-County Market with Automotive SALES of $113,343,000*

* Sales Management, 1952 Survey of Buying Power.

WSJS

The Journal-Sentinel Station

AM-FM WINSTON-SALEM

NBC Affiliate

Represented by HEADLEY-REED CO.

air-casters

ERNEST WALLING, program manager, NBC-TV network, to WPTZ Philadelphia as director of programming.

Mr. Walling

LARRY KRUPP, announcer, WJW Cleveland, appointed night supervisor of station operations there.

DAVID GROVER appointed program director, KUSD Vermillion, S. D.

VERNE PAULE, chief announcer, WJPS Evansville, Ind., promoted to program director.

BILL LEWIS, production manager, KRIZ Phoenix, Ariz., promoted to program director.

RAY STEWART named executive producer, WOI-TV Ames, Iowa.

J. NEWTON YATES, Southern California music authority, to KPOL Los Angeles as music director. JIM NARZ, announcer-disc m.c., WKLX Lexington, Ky.; JACK STANLEY, announcer, KFAC Los Angeles, and MALCOLM CLAIRE, children's program producer, WMAQ Chicago, to KPOL in similar capacities.

MARK SHEELER, KSJO San Jose, Calif., to KYA San Francisco, for *Blues Chaser Club* program.

CHARLOTTE BRAINARD to WBZ Boston as continuity writer.

BILL ERVIN to KARE Atchison, Kan., as sports director.

IRVING CUMMINGS, motion picture producer-director, succeeds WILLIAM KEIGHLEY as producer-m.c. on CBS Radio *Lux Radio Theatre*.

LEW SIRIGAS, Ohio Adv., Cleveland, to WHHH Warren, Ohio, as promotion-publicity man. LEN MOHNKERN, staff announcer, WKST New Castle, Pa., to WHHH in same capacity.

AL GOODMAN, art director, KECA-TV Los Angeles, elected to represent TV on executive board of Society of Motion Picture Art Directors. SEYMOUR KLATE and CARL MACAULEY, both KECA-TV, elected chairman and secretary of TV section.

JAY SOMMERS and JOHNNY GREENE, radio-TV comedy writers, set as regular writing team on CBS-TV *My Friend Irma*.

DORATHEA J. CHISHOLM, publicity director, WBT Charlotte, N. C., to WIRC Hickory, N. C., as continuity editor and promotion director.

LEE GERONI, traffic manager, KPOL Los Angeles, adds duties as women's director.

MIKE KIRMEYER, sports director, KTUR Turlock, Calif., to KONG Visalia, in same capacity.

AL DIKIAN, promotion manager for International Food & Home Shows, to WBBM Chicago as assistant to sales promotion director.

ROLAND SPONGBERG to WBEL Beloit, Wis., to head new promotion-merchandising department.

REX KOURY, staff organist and assistant music leader, ABC Western Div., promoted to director of music. He succeeds BASIL ADLAM, resigned to concentrate on presidential duties with Bel Air Music Corp., Beverly Hills publisher of school band music. MICKEY GILLETTE, practicing lawyer and former saxophone soloist and conductor, KNBC San Francisco, to ABC Western Div. as staff contractor of musicians. He succeeds JACK BUNCH, who continues as staff musician.

WILFRED LOTT to WLW and WLWT (TV) Cincinnati, on public relations staff. HELEN DALY, secretary to R. E. DUNVILLE, president, appointed assistant to GIL KINGSBURY, public relations director.

DANNY THOMAS, star of NBC-TV *Colgate Comedy Hour*, awarded bronze plaque of appreciation by California Chapter of National Multiple Sclerosis Society for narrating 10-minute color TV film.

HARRY BABBITT, star of CBS Radio Pacific Network *Second Cup of Coffee Club*, named "Man We'd Most Like to Take Care Of" by Calif. State Nurses Assn.

NORM PALMER, m.c., WBBM Chicago, to KMOX St. Louis where he will have several shows of his own.

JUSTINE BRALEY, WGN Chicago production staff, and J. James Naal were married Aug. 30.

AGNES CAROL ODDO, accounting department, ABC Hollywood, and Vincent J. O'Boyle were married, Aug. 20.

(TENNESSEE) ERNIE FORD, star of ABC radio *Tennessee Ernie* and KLAC-TV Hollywood *Hometown Jamboree*, father of boy, Brian Leonard, Sept. 3.

AUDREY TOTTER, star of CBS Radio *Meet Millie*, and Dr. Leo Fred, Los Angeles physician, will be married this month.

ARTHUR BROWNE Jr., writer on NBC radio *Texas Rangers*, father of girl, Theresa Christine, Aug. 25.

News . . .

FRANKLIN BOND and ARTHUR MILNER to news staff of WHLI Hempstead, L. I.

PAUL HARVEY, ABC news commentator, became first recipient of American Legion's annual radio award in recognition of his "continuing interest in the welfare of the American veteran."

JOHN A. GAMBLING, MBS-WOR New York commentator, father of girl, Ann Bradley, Sept. 6.

BERNIE GILLESPIE named news editor of CHML Hamilton, succeeding RAY HILL.

ABA MEETING

Scheduled for Oct. 9-11

ALABAMA Broadcasters Assn. will hold its annual fall meeting at the U. of Alabama Oct. 9-11, T. E. Martin, president-general manager, WAPX Montgomery, and association president, announced last week.

Henry Johnston, WSGN-AM-FM Birmingham, is program committee chairman. Plans include an Oct. 9 FM meeting with John Smith, director, FM Dept., NARTB, leading the discussion. FCC Comr. Robert B. Bartley is to address a luncheon Oct. 10. A BAB sales clinic also is scheduled for Oct. 10. A business meeting is slated for Oct. 11.

Gray Beaten

DISC JOCKEY Barry Gray was beaten by two men in New York Sept. 4 as he was walking to his car after his midnight-to-3 a.m. broadcast on WMAC New York. On his WABD (TV) New York program that night Mr. Gray said the attack might be result of his criticism of growth of Nazi-like activities in the Yorkville section of New York.

SERIES of 12 musical jingles on its products recorded by Universal Major Elec Appliances Inc., N. Y., and available to dealers for sponsorship as radio spot announcements, according to Morton L. Clark, president.

Mr. Richard Bean
P&G Media Dir.
Danser, Fitzg.-Sampal. Inc.
New Yorke City, U.S.A.

Dere Dick:

My boss hez jist figgered up th' total number of radio sets in our home county and he sez thet there are more here then all th' dailey newzpapers plus the top ten magazenes with 13,000 sets left ovur. Ov cource, thet jist goes to show thet peeples like radio. Accordin' to Mr. B.M.B. we regularly go into more homes then any other advurtising mediam. To put a lotta Zest in your campanes, you shore cant do bettur then WCHS with 5,000 on 580. My boss sez them Branham Boyz kin tell your peeple all th' facts about WCHS and howe it kin work fer you.

Yrs.,
Algy.

WCHS

Charleston, W. Va.

FOOTBALL SLATE

Stations Report Schedules

NEW ANNOUNCEMENTS were made last week on radio coverage of football games across the nation for the coming season.

ABC radio will cover a total of nine college games on its "Football Game of the Week," starting with the Ohio State-Indiana contest Sept. 27 and extending through Nov. 22. The games are being offered for cooperative sponsorship. Second game will be Kansas-Oklahoma. Full schedule has not been set; early-season performance will guide the scheduling of later games.

Under sponsorship of Miller High Life Beer and Atlantic Refining Co., WMGM New York will broadcast the entire official 12-game schedule of the New York Giants professional team. First game is the Sept. 28 Giants-Dallas Texans contest. The station also is broadcasting a number of Giants preseason games.

WFIL Philadelphia reported Canada Dry Ginger Ale Inc. has signed to share sponsorship of broadcasts of the nine-game U. of Pennsylvania schedule, plus the Princeton-Dartmouth game Nov. 22. The Penn schedule starts Sept. 27. J. M. Mathes Inc., New York, is the agency.

WWJ Detroit will air the U. of Michigan football schedule, under sponsorship of the Chrysler Dealers of Metropolitan Detroit.

WCAX Burlington, Vt., reported it will broadcast 10 outstanding football games in which four Vermont institutions, U. of Vermont, Middlebury College, St. Michael's College and Norwich U., will participate. The radio schedule, which begins Sept. 27, will be sponsored by Vermont Structural Steel Corp.

WSIX Nashville, which reported sale of 168 quarter-hours of special sports features for the coming football season, will air U. of Tennessee games over the "Vol Network." The other features include several local and transcribed shows.

WKNA Charleston, W. Va., will carry the West Virginia U. schedule beginning Sept. 27. The broadcasts will be sponsored by Ashland Oil Co.

KOL Seattle announced it will air all Seattle high school football games for the season, including a Thanksgiving Day game when the Seattle champion high school team plays a visiting team. KING-TV Seattle will telecast a football jamboree Friday in which all eight local high schools will play 15 minutes each in a round-robin style game.

DETROIT Archdiocesan Council of Catholic Men has commended ABC and its owned stations WXYZ-AM-TV Detroit "for the generous contribution of its time and facilites in the presentation of *The Christian in Action*."

80%—Plus Collection

WBPZ Lock Haven, Pa., not only received $12,000 in pledges during a polio cavalcade program Sept. 6, but set a high standard for collections and quick action. As listeners telephoned in pledges, members of the Bald Eagle Motorcycle Club drove to their homes, if in the city, and picked up the money. By Monday noon more than $10,000 had been collected as result of Saturday night broadcast and stacks of mail still were unopened. Equipment was bought with funds Sunday morning and insect spraying was started only few hours after end of program, according to Harris Lipez, WBPZ general manager.

WRXW(FM) STOPS

Equipment Given WFPL (FM)

GEORGE W. NORTON Jr., president, WAVE Inc., licensee of WAVE-AM-TV and WRXW (FM) Louisville, announced last week that it discontinued broadcasting over WRXW.

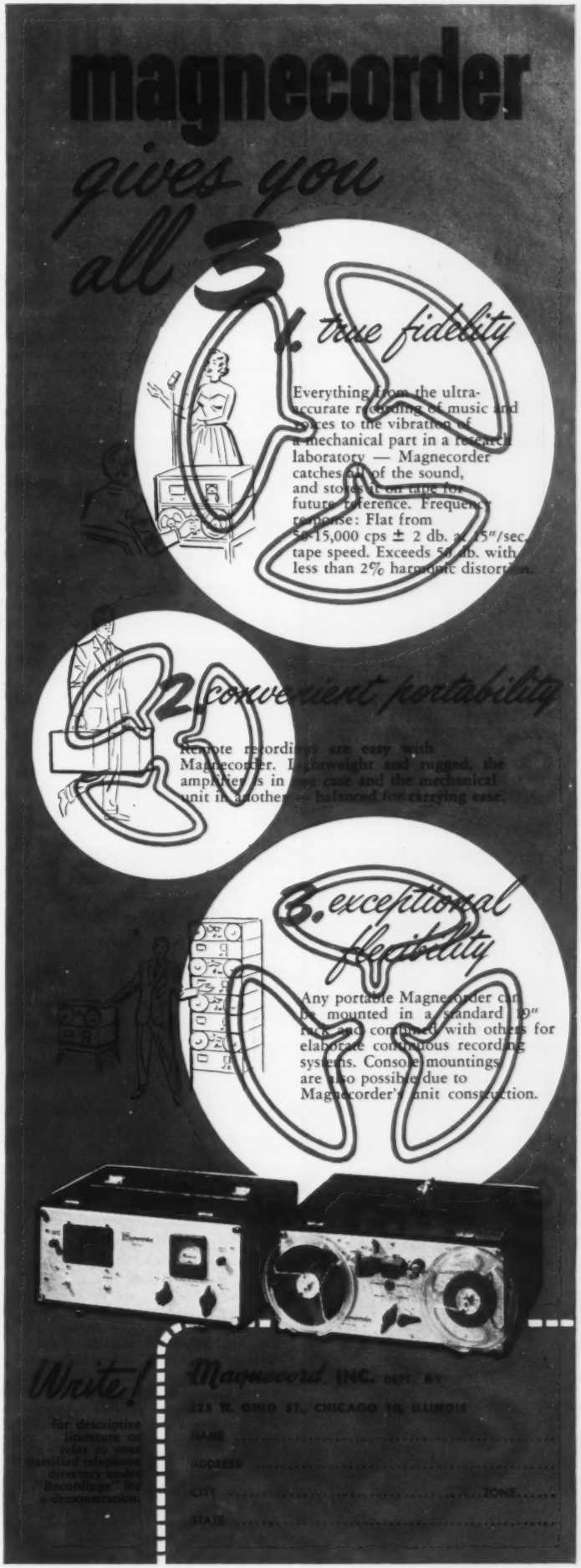
Mr. Norton said that among other reasons, "Experience has shown FM not to be economically adaptable for commercial broadcasting, and WAVE Inc. feels it wiser in the long run to channel its investments, facilities and efforts into standard radio and television . . ." He added that WRXW is donating all its broadcast equipment to WFPL (FM) Louisville public library station.

Joins FM Network

WDRC-FM Hartford was scheduled to become the sixteenth station to join the FM network of WQXR New York yesterday (Sunday). Under the arrangement, WDRC will receive the hourly news bulletins and the music programs of WQXR. WQXR programs will be beamed directly from the station's transmitter atop the Chanin Bldg. in New York to Hartford for rebroadcast by WDRC-FM daily and Sunday from 3-11:06 p.m. The FM network organized by WQXR in 1950 now covers all of New York State, all of Connecticut, most of New Jersey, northeastern Pennsylvania, and the western part of Massachusetts.

Red Cross Series

THE AMERICAN Red Cross transcribed public service radio series, *Errand of Mercy*, now is available to stations in a new issue of 26 14½-minute human interest programs based on facts from Red Cross files. It may be obtained from local Red Cross chapters. Louis Graf, Hollywood, produced the series.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Remote recordings are easy with Magnecorder. Lightweight and rugged, the amplifiers in one case and the mechanical unit in another — balanced for carrying ease.
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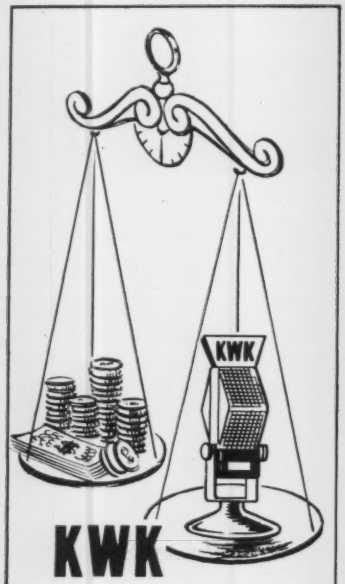

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TALL TOWERS MEET

Set for Sept. 29

GENERAL meeting to discuss the recommendations of the working group committee on tall TV towers [B•T, Sept. 8] is scheduled for Sept. 29 at 10 a.m. in Room 2230 of FCC headquarters, Comr. Edward M. Webster announced last week.

Copies of the recommendations, formulated by an "ad hoc" committee which comprised representatives of the FCC, CAA, radio-TV broadcasters and aviation interests, were mailed to all who attended the initial meeting to discuss the problem last April [B•T, April 28].

Comments on the suggestions were requested by Comr. Webster by Sept. 22.

The impact of tall TV towers on air navigation arose earlier this year when the aviation industry foresaw what it believed to be thousands of 1,500 and 2,000-ft. towers springing up over the landscape.

Findings of the working group indicated this was erroneous. Almost 80% of the first 700 TV applications were found to specify towers less than 600 ft. in height. Only one application requested a tower higher than 1,500 ft.—and that was 1,585 ft.

The "ad hoc" committee recommended that present procedures governing approval of towers above 500 ft. be left as is. Only changes recommended are (1) an extension of specifications for painting and lighting high towers and (2) a set of criteria for minimum flight altitudes for planes operating on airways near which tall TV towers may be located.

Current Procedure

At the present time, broadcast applicants proposing towers higher than 500 ft. must secure regional airspace subcommittee approval. These subcommittees are composed of representatives of the CAA, military services, aviation interests and others.

The working group divided itself into subcommittees to take up various facets of the problem. The report of the subcommittee which studied the core of the question—whether there should be nationwide standards governing the erection of towers more than 500 ft. in height—is as follows:

The subcommittee, as a result of its study, doubts that general standards can be developed for use in special aeronautical studies which can be applied to all tower applications, for towers over 500 feet in height above the ground in a purely mechanical manner to determine whether or not a specific tower could or could not be approved from an air navigation hazard viewpoint. However, it is probable that guidance can be provided to the airspace subcommittees in working out television tower problems at specific locations. This idea involves the over-all consideration of aviation and television requirements at any given community and a concerted joint effort to resolve any conflicts of interest that may exist. In general, airspace subcommittees would determine maximum heights of antenna structures in various areas surrounding a given community and would seek to minimize the hazard introduced by tall towers to the extent practicable in consideration of required coverage of the television stations. It is suggested that the following general guides be used, with the understanding that they in no way change or affect FCC Part 17, which requires special aeronautical study of antenna towers over 500 feet above the ground:

(1) All applications be handled in accordance with current FCC Part 17 and Airspace Subcommittee coordination and recommendation procedures.

(2) All tower applications involving proposed towers under 500 feet in height above the ground be considered on the same basis as they have been considered in the past.

(3) The airspace subcommittees make every effort to work with television applicants to recommend sites or areas within the community which will accommodate television towers 500 ft. and above in height. Whenever practical, the siting of towers in one, rather than several areas of a community should be encouraged by the airspace subcommittees. In order to assist in such encouragement the airspace subcommittees may recommend adjustment in aviation use of the airspace, as may be required to permit the establishment and protection of high television tower sites. Towers of 1,000 ft. and above extend well into the altitudes normally used by small aircraft, and regardless of the day and night marking placed on them present some degree of hazard. Therefore, the airspace subcommittees must carefully evaluate the risks, difficulties and restrictions these towers will present to aviation operations of all types if approved. Encouragement should be given to selection of sites on tall buildings or located on well-defined landmarks when such location reduces the hazard element and is practical from a television and aeronautical point of view.

(4) The FCC table of assignments of television channels contemplates the use of very high towers to provide maximum coverage of the United States. The television industry in attempting to provide the service is expected to bid for channels and propose very high towers. Both the aviation and television industries must cooperate toward the end that neither industry is expected to accept unreasonable restrictions.

The subcommittee considered a suggested criteria concerning antenna towers over 500 feet in height located off of but in close proximity to existing airways, and concluded that this suggested criteria related solely to the establishment of minimum en route altitudes and there-

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fore were not pertinent for inclusion in Part 17 of the FCC rules. The intent of this suggested criteria would be implemented more appropriately if they were included in the CAA Aviation Safety Manual of Procedure governing the establishment of minimum en route instrument altitudes. Prior to publication they will be coordinated in the normal routine manner and the comments of the TV industry will be solicited. It was noted that neither Part 17 nor TSO-N18 includes criteria for the establishment of radio range, ILS, and VOR instrument approach procedures, nor do they relate to the establishment of minimum en route altitudes on the civil airways. The subcommittee recommends that the suggested criteria be withdrawn from consideration by the joint group and published by the CAA in the appropriate part of the CAA Aviation Safety Manual of Procedure.

In the painting and lighting specifications, the subcommittee extended details to cover towers above 500 ft., not now covered in Part 17 of the FCC rules.

Report Workers

The following people helped prepare the report of the working group:

Federal Communications Commission—John R. Evans, W. B. Hawthorne, John Doane, Noble C. Shumway Jr., John E. Wicker. Civil Aeronautics Administration—D. D. Thomas, L. R. Wright, R. H. Fletcher, Owen F. Thomas, C. J. Haney. U. S. Air Force—Col. J. J. McCabe, Lt. Col. Robert G. Carahan, Max Weinroth. U. S. Navy—Capt. R. G. Armstrong, Capt. H. P. Badger, Cmdr. W. F. Dawson. Civil Aeronautics Board—W. D. Markey, J. J. Quinn.

National Assn. of Radio & Television Broadcasters—Thad H. Brown Jr., Neal McNaughten, A. A. Church, Howard H. Bell. Federal Communications Bar Assn.—Fred W. Albertson, Arthur W. Scharfeld, John R. Carr. Assn. of Federal Communications Consulting Engineers—Robert E. L. Kennedy, A. Earl Cullum Jr.

Air Transport Assn. of America—R. G. Dinning. Air Line Pilots Assn.—Larry Cates. Airport Operators Council—R. C. Mayer. Corporation Aircraft Owners Assn.—Herbert O. Fisher. National Assn. of State Aviation Officials—A. B. McMullen, C. F. Cornish. Aircraft Owners and Pilots Assn.—Max Karant. Washington Airspace Subcommittee, Air Coordinating Committee—William A. Simpson.

RADIO VS. TV POLL
Runs Dead Heat in Detroit

RADIO and video ran neck-to-neck in a poll of six Detroit women by the *Free Press* there, with the women answering the question: Which would you rather give up, your radio or your television set?

The three favoring radio were housewives and all agreed they liked radio because they could continue to do housework while listening.

The three who preferred television, including one housewife, said they liked TV because "it seems more real."

KITE HOOPER RIFT
Centers on Ad Campaign

A DISPUTE between C. E. Hooper Inc. and KITE San Antonio over a promotional campaign conducted by the station has resulted in the rating organization's cancelling KITE's subscription.

Heart of the dispute was a newspaper advertising campaign in which, according to C. E. Hooper, KITE urged readers to answer calls from telephone interviewers by saying they were tuned to KITE, and thus win $5. Mr. Hooper claims Charles W. Balthrope, station manager, admitted the objective of the promotion campaign was to influence the Hooper survey.

Mr. Balthrope contends that "we believe Mr. Hooper was drawn into invoking cancellation on us by the other subscribing stations," and that the dispute started when KITE, in a letter to Mr. Hooper on April 1, pointed out alleged inconsistencies in the survey and claimed deterioration in its service.

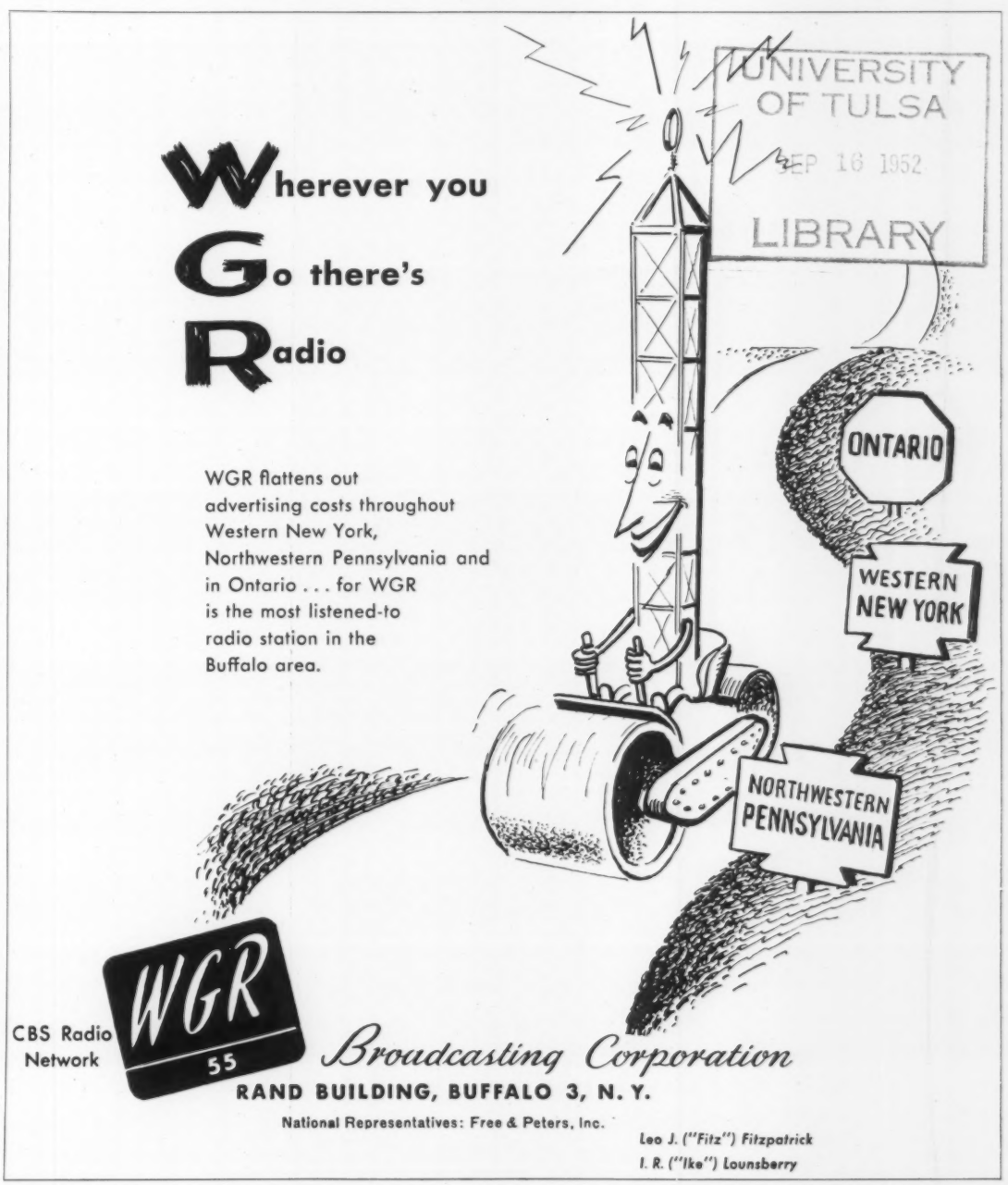
"Mr. Hooper has been aware of everything we have done promotionally, and he has already published, without any comment, his San Antonio reports for June and July," Mr. Balthrope asserted. "If these figures were incorrect, why would he have published them?"

San Antonio Meeting

Mr. Hooper said: "I went to San Antonio on July 22 to meet with all subscribing stations, including KITE. The purpose was to persuade Mr. Balthrope to abandon this promotion. At the conclusion of an all-day meeting, Mr. Balthrope satisfied all of us that he was abandoning the promotion and the meeting adjourned. The promotion was then renewed and I cancelled his subscription in line with company policy . . . ."

The ratings executive said his publication of the June-July report occurred after the July 22 meeting and was done to maintain continuity of record because he thought KITE had been persuaded to cease the promotion in question.

The station maintains that "the charges [in its April 1] letter have never been directly answered by Mr. Hooper although they state that he admitted 'wobbly ratings' and the need for larger samples in a later letter, copy of which was sent to all San Antonio subscribing stations by Hooper." Mr. Hooper said that in the July 22 meeting Mr. Balthrope was satisfied as to all "particular" complaints he had made in his letter.



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JOHN T. TRAVER
WSGW's Chief Engineer Dies

JOHN T. TRAVER, 30, chief engineer, WSGW Saginaw, Mich., died Sept. 4, reportedly of poliomyelitis, at Saginaw County Hospital. A native of Detroit, Mr. Traver went to Saginaw in September 1949 to set up WSGW facilities for the Booth Radio & Television Corp. He had served as chief engineer since. He was a graduate of the Detroit Institute of Technology.

During World War II, Mr. Travers served with Pan American Airways as a radio operator. He served in the crew which flew the late President Franklin D. Roosevelt to the Casa Blanca conference. Survivors include his wife, Virginia, and two sons.

Patent Award

AWARD for the best patent disclosure by engineers in its Electronic Tube Div. has been made by Westinghouse Electric Corp. Winner of the "Most Meritorious Disclosure" award ($200) was Philip E. Volz, section engineer in the division. He submitted an entry dealing with an improved method of increasing power and efficiency of high frequency generating tubes for radar operation. Presentation was made by J. H. Findlay, manager of power and special tube engineering. Mr. Volz has been in the Electronic Tube Div. since 1951.

allied arts

C. P. BOGGS, vice president-director of manufacturing, Sylvania Electric Products Co., to Brush Development Co., Cleveland, Ohio, as vice president in charge of manufacturing. **DOUGLAS C. LYNCH**, senior staff executive, Willys Overland, Toledo, to Brush firm as vice president in charge of sales.

HAROLD M. DETRICK, executive vice president-general manager, Magnavox Corp., with headquarters in Greenville, Tenn., to Television-Radio Div., Westinghouse Electric Corp., Metuchen, N. J., as manager of manufacturing.

Mr. Detrick

JOSEPH H. RABINOVITZ promoted to production manager, Gould, Gleiss & Benn Inc., Chicago, marketing consultant firm.

SPONSOR COORDINATING AGENCY, N. Y., opens West Coast headquarters at 197 N. Canon Dr., Beverly Hills, with **BON JOHNS** transferring as manager. Firm coordinates store-wide promotion with clients' radio-TV programs.

FREDERIC G. BERNER and **RUSSELL S. TATE Jr.** elected vice presidents of Market Research Corp. of America, N. Y.

LEON A. WORTMAN, director of advertising and sales promotion, Audio & Video Products Corp., N. Y., to Fine Sound Inc., Tomkins Cove, N. Y., as general manager.

STANLEY BERNSTEIN, owner of Aerco Engineering Co., Peoria, Ill., elected executive vice president and appointed general manager of Electrical Tower Service Inc., same city.

Mr. Bernstein

CRANE PUBLICATIONS, Hollywood, BMI affiliate music company, moves to 6000 Sunset Blvd. **EDDIE TRUMAN**, staff musician, ABC Western Div., heads firm.

ROBERT J. WADE, executive coordinator of TV development for NBC-TV, to P. J. Rotondo Co., N. Y., commercial set building firm, as production director.

JERRY HORWIN resigns at Nat Goldstone TV Productions to open offices in Beverly Hills as consultant on TV materials and properties.

LESLIE G. KENNON, former news editor at KWTO Springfield, Mo., to UP Bureau, Kansas City.

RAYMOND J. THOMAS, former professional baseball player, and **BERNARD MACKALL**, sales manager of Ledbetter Signs, Sacramento, to Frederic W. Ziv Co. as district representatives. Mr. Thomas will report to **TOM PRIVETTE**, Ziv southwestern division manager, and Mr. Mackall to N. L. Rogers, western division manager.

DELOS PARSONS, salesman for Randall Kriel Co. in Louisville and Southern Ohio, to Frederic W. Ziv Co., as district representative for West Virginia, eastern Kentucky and Ohio.

J. A. RENHARD, broadcast sales representative for RCA Victor's Engineering Dept., named field sales representative of same company for newly-formed territory in states of Washington, Montana and parts of Oregon, Idaho and Wyoming, with headquarters in Seattle.

BENN L. WEINER, general sales manager of the Robert D. Weiner Co., Providence, R. I., manufacturers' representatives of radio receivers, electronics devices and appliances, to TeleKing Corp., N. Y., as sales representative for Rhode Island and assigned territories in New England.

DR. CARL F. MOEN to Electro-Voice Inc., Buchanan, Mich., as senior engineer. **NORMAN FRIEDMAN, LYNN TALBOTT, JAMES WENDT**, and **FRANK JAMES** appointed junior engineers. **JOHN ENGLISH** named mechanical designer.

R. A. HUMPHREY, to Mycalex Corp. of America, Clifton, N. J., as engineer in research and development.

KAUFMANN - WASHINGTON Co., Washington, D. C., appointed distributor in that territory for Raytheon Television & Radio Corp., Chicago.

Equipment . . .

CONRAC Inc., Glendora, Calif., announces production of new "Tuner-Kleen'r" for installation in TV tuners. Unit continually cleans both rotating and stationary contact points for improved reception.

INSULINE Corp. of America, Long Island City, N. Y., announces availability to electronics parts distributors of counter display cabinet of TV servicing tools called "Tele-Bin." Box contains assortment of 165 various alignment and adjusting tools.

Technical . . .

CHARLES WARNER, engineer, WBKB (TV) Chicago, on leave of absence with Gov. Adlai Stevenson to serve as TV technical consultant during campaign.

NORMAN DUNCAN, engineer, KRNT Des Moines, appointed assistant to chief engineer, **CHARLES QUENTIN**.

GEORGE ARABAK, engineer, WBZ Boston, father of boy, Sept. 2.

CRAIG PICKETT, supervisor of engineering operations, NBC radio, Hollywood, father of girl, Susan.

STORM DANGERS
Stations Alert Listeners

WHEN the season's first hurricane whiplashed the Atlantic Seaboard and a tornado struck a state fair in Missouri, broadcasters performed their invaluable tasks of public service.

In the ebbing hours of August, violent winds swept in from the Atlantic and headed straight for Charleston, S. C. Staffers of WCSC Charleston kept listeners up to the minute on progress of the storm.

WMIT (FM) Clingman's Peak, N. C., 32.5 kw outlet, lived up to its public service potential when the hurricane hit the Carolinas' coast, 250 miles away.

By the time the hurricane reached New York City, much of the storm's fury had been spent. Nevertheless, high winds swept away TV house antennas as though they were matchsticks. Metropolitan stations there kept their millions of listeners and viewers informed.

Halfway across the nation, stations in the Sedalia, Mo., area alerted the populace when a tornado struck the grounds of the 1952 Missouri State Fair there.

The tornado hit at 1:30 a.m. Aug. 21, after most morning newspapers had gone to bed. State policemen asked radio stations to warn listeners to keep away from the fairgrounds made dangerous by exposed live wires. Radio's opportunity to be of such service to the fair came in the year that the Missouri Broadcasters Assn. sponsored its first exhibit there. Luckily, the broadcasters exhibit was undamaged by the tornado.

This Clock gives you correct time

STYLE 37-15" S. S.
Sweep Seconds
Self-winding

- Can be Synchronized Hourly
- Unaffected by AC Power Failures (Self-Powered)
- Install Anywhere (AC Power Line Not Required)

One Clock or a Complete Synchronized Clock System

Independent broadcasting stations and the major networks rely on Self Winding Clocks for *Dependable, Exact Time-keeping.*

Western Union synchronization optional.*

Write today for full particulars and free estimate for recommended installation to meet your requirements.

*Naval Observatory Time

SELF WINDING CLOCK COMPANY, INC.

Manufacturers of Standard and Specially Designed Clocks and Clock Systems for more than 65 Years

207 WILLOUGHBY AVENUE • BROOKLYN 5, NEW YORK

Fans Honor WINS

BASEBALL fans have honored many ball players with a "Day" in the past, but New York Yankee fans have come up with a twist—a tribute to WINS New York in appreciation of home-and-away broadcasts of their favorite team. Saturday has been designated "WINS Day" by the fans and they will meet and talk with station personalities, including Jack Lacy, Martin Starr, Josephine Halpin, Charlie Stark and Jack Lightcap in pre-game ceremonies. A feature of "WINS Day" will be the awarding of gifts, including a European-type sports car and a trip to Bermuda, to the most popular Yankee player selected in a station poll of its listeners.

NBC RADIO STARS

Program, Column to Promote

NBC RADIO is promoting its programs and personalities on a new weekly series, *Radio City Previews* (Fri., 10:35-10:45 p.m. EDT) and in a twice-weekly paid column of the same title to run in newspapers across the country. Debut of the radio show was set for last Friday and the column for tomorrow (Tuesday).

A newly-created NBC personality, Bob MacKenzie (not an actual person), will headline the radio program and write the newspaper column. He is described by NBC radio officials as "the man who knows all about NBC radio programs and stars" and as "the embodiment of the network's new concept of radio promotion—the NBC salesman who will give listeners inside information and interviews with the stars of those programs."

Plans for the MacKenzie promotion were formulated by Jacob A. Evans, NBC director of advertising and promotion, and Clyde L. Clem, supervisor of radio audience promotion. They noted that the value of the plan lies in its timeliness and close integration between the radio series and newspaper columns.

To back up the weekly show and the columns, which will be rotated so as to cover every day of the week and every show on the network, NBC radio will schedule MacKenzie spot announcements several times daily.

Credits on *Radio City Previews* include: Bob Haag in the role of MacKenzie; Parker Gibbs as director, and Jack C. Wilson as writer.

BROCHURE outlining methods of increasing company prestige and adding advertising impact through effective check design has been prepared for radio-TV industry by Todd Co., Rochester, N. Y., check manufacturer.

BAB MEMBER MEET

Set for Mid-November

ANNUAL MEMBERSHIP meeting of the BAB probably will be held about mid-November in New York, President William B. Ryan reported last week after meetings of the executive and finance committees.

The date was placed tentatively at Nov. 10 or 11, but is subject to change if it proves conflicting with other major meetings of broadcasters. This is the annual meeting required by BAB's constitution and by-laws, and is not to be confused with the convention traditionally held during NARTB's.

The committee meetings, held Monday, were attended by President Ryan, BAB Board Chairman Charles C. Caley of WMBD Peoria, and the following committeemen:

Finance Committee—John Patt of the Goodwill stations, chairman; Kenyon Brown, KWFT Wichita Falls, Tex.; Joseph Baudino, Westinghouse stations; H. Preston Peters, Free & Peters, and Adrian Murphy, CBS Radio.
Executive Committee—Edgar Kobak, chairman; William B. Quarton, WMT Cedar Rapids; Robert D. Swezey, WDSU New Orleans; William Fineshriber, Mutual; and Hugh M. Beville, NBC (representing John Herbert, NBC).

LUCKY STRIKE

Sets College Campaign

AMERICAN Tobacco Co., New York (Lucky Strike cigarettes), will sponsor a daily newscast and a sports and music show (Mon.-Fri.) on 50 college radio stations during the school year, with scripts by station staffs.

United Press news teletype machines will be installed in each station. The Lucky Strike schedule is the first large scale venture by a cigarette firm into college radio and is in addition to the company's extensive campaign in college newspapers and sports programs. BBDO, New York, is the agency.

Alert Equipment

ELECTRONIC signalling equipment for automatic control of civil air raid warning instruments will be supplied to police radio stations throughout Delaware by General Electric Co., the firm has announced. Equipment produces tones which are useful to special civil defense radio receivers connected to air raid warning devices. Receivers activate the devices to produce standard warning signals prescribed by the Federal Civil Defense Administration. Twenty radio receivers already have been ordered, with prospect of more than 200 throughout the state.

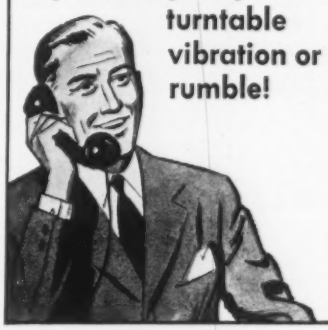
CBS Radio *December Bride*, created-produced-directed by Parke Levy, is scheduled for fall season, starting Sun., Oct. 5, 6-6:30 p.m. (EST). Program, preceding *Our Miss Brooks*, stars Spring Byington, Hal March and Doris Singleton. TV version is in preparation.

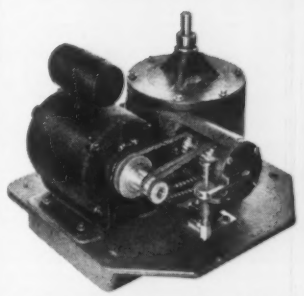
NEW! Fairchild 3-Speed Turntable

It's the only one with a built-in synchronous drive for ALL 3 SPEEDS!

...and costs less than other professional turntables!

Operates quietly...no turntable vibration or rumble!





Geared belts and geared pulleys insure accurate timing for all 3 speeds.

It's a Fairchild exclusive! The new Model 530 Turntable has the *only* synchronous drive integrally designed and built for three speeds. No attachments, no kits are necessary. It reaches *stable speed*—less than ½ revolution at 33⅓ without overshooting. Offers *guaranteed accurate timing* within limits of AC line frequency. Turntable rumble and vibration are practically non-existent.

And . . . the new Fairchild Model 530 *costs less* than other quality turntables. Bulletin PB10 contains complete data on Fairchild's new, wide-range line of playback equipment. Write for your copy.

FAIRCHILD RECORDING EQUIPMENT

154TH STREET & SEVENTH AVENUE, WHITESTONE, NEW YORK

How to sell a bank ...via radio *

These banks are sold on radio because they sponsor Fulton Lewis, Jr.

NAME OF BANK	LOCATION	STATION
Covington County Bank	Andalusia, Ala.	WCTA
First National Bank	Anniston, Ala.	WSPC
Dothan Bank and Trust Co.	Dothan, Ala.	WAGF
Traders & Farmers Bank	Haleyville, Ala.	WJBB
American National Bank & Trust Co.	Mobile, Ala.	WABB
Burns National Bank	Durango, Colo.	KIUP
Colorado Savings and Trust Co.	La Junta, Colo.	KBNZ
Security Trust Co.	Wilmington, Del.	WAMS
Florida National Bank	Lakeland, Fla.	WONN
First Trust and Savings Bank	Davenport, Iowa	KSTT
Continental American Bank & Trust Co.	Shreveport, La.	KENT
Jackson City Bank	Jackson, Mich.	WKHM
First Peoples State Bank	Traverse City, Mich.	WTCM
Commercial National Bank and Trust Co.	Laurel, Miss.	WLAU
American National Bank	St. Joseph, Mo.	KFEQ
Fremont National Bank	Fremont, Neb.	KFGT
Chase National Bank	New York, N. Y.	WOR
Union Trust Company of Shelby	Shelby, N. C.	WOHS
City National Bank and Trust Co.	Columbus, Ohio	WHKC
First National Bank	Ironton, Ohio	WIRO
First National Bank	Chickasha, Okla.	KWCO
Union Bank of Erie	Erie, Pa.	WLEV
Northern Bank of Tennessee	Clarksville, Tenn.	WJZM
Carter County Bank	Elizabethton, Tenn.	WBEJ
National Bank of Commerce	Jackson, Tenn.	WDXI
Laredo National Bank	Laredo, Texas	KUOZ
Peoples National Bank	Tyler, Texas	KGKB
Waggoner National Bank	Vernon, Texas	KVWC
American National Bank & Trust Co.	Danville, Va.	WDVA
Peoples National Bank	Aberdeen, Wash.	KXRO
Flattop National Bank	Bluefield, W. Va.	WKOY
Merchants National Bank	Montgomery, W.Va.	WMON
First National Bank	Rhinelander, Wis.	WOBT

Currently sponsored on more than 350 stations by 752 local advertisers, Fulton Lewis, Jr. offers a tested means of reaching customers and prospects. There may be an opening in your locality. Please check your Mutual outlet.

* *For copies of material showing actual results, use this coupon.*

Cooperative Program Department
Mutual Broadcasting System, Inc.
1440 Broadway, New York 18, N. Y.

Please send data on Fulton Lewis, Jr.

Name.....

Company.....

Address.....

City..... Zone..... State.....

ANCHORED VOA

'Courier' Programs Begin

REGULAR schedule of Voice of America programs in nine languages was begun Sept. 7 by the U. S. Coast Guard Cutter *Courier*, the State Dept.'s first sea-going radio relay station.

The cutter station will transmit nearly six hours of programs daily in medium and shortwave, some of them to the Soviet Union, others to the Near and Middle East. Station is equipped with a 150 kw medium and two 35 kw shortwave transmitters.

The ship has been operating on a test basis in recent weeks since it anchored at the Greek Island of Rhodes in the Eastern Mediterranean. Earlier it had visited other ports. Rhodes operation is provided under a site and frequency agreement between the U. S. and Greece.

Reports received by the State Dept. indicate wide broadcast coverage and promise of increased penetration "of the electronic curtain erected by Soviet jamming stations," according to Dr. Wilson Compton, head of the International Information Administration under which VOA operates.

RADIO-TV INTERNS

To Get Stanford Credits

UNIQUE "internship" during which students will work three months in a commercial radio or TV station is one requirement for the new M.A. degree in radio and television at Stanford U., according to Prof. Hubert Heffner, head of the university's speech and drama department.

San Francisco stations participating are KRON-TV KGO-AM-TV KPIX (TV) KSFO KCBS and KNBC. Students will work at stations fulltime without pay, moving from one department to another.

WCPS Opens FM Outlet

WCPS Tarboro, N. C., last week reported its new FM facility would supplement its AM operations beginning yesterday (Sunday). WCPS-FM, licensed with WCPS-AM to Coastal Plains Broadcasting Co., will operate from 6 a.m. to 11 p.m. on 104.3 mc with 10 kw effective radiated power, using Westinghouse FM equipment. Station's president is V. E. Fountain, and general manager, J. T. Snowden Jr. Lee Hodges, chief engineer, supervised the FM installation.

'Opry' Renewed

R. J. REYNOLDS Tobacco Co., Winston-Salem (Prince Albert pipe tobacco), has renewed *Grand Ole Opry* on NBC radio for the 1952-53 season, through William Esty Co., New York. Program originating at WSM Nashville, has been on air for nearly 27 years.

'PLENTY OF 20'S'

KIEV Marks Anniversary

TAKING the number "20" seriously during its 20th anniversary this month, KIEV Glendale, Calif., has inaugurated *Plenty of Twenties* for 20 days from Sept. 1.

KIEV has given each of the 20 participating sponsors a 20-minute segment of the 90-minute program, heard Mon.-through-Sat. Cash prize of $20 or a $20 merchandising certificate is awarded each day to the listener calling in the correct answer to a daily question concerning one of the advertiser's products.

In addition, the station has given each of the 20 sponsors a 20% discount on all daily spot announcements during the 20-day period. Cal Cannon is general manager of KIEV, which is owned by Cannon System Ltd.

WOV-GROCERS PLAN

To Boost 'English' Audience

WOV New York has launched a merchandising promotion plan in cooperation with 524 New York grocers, including the 133 Associated Grocers of Harlem, in a move to increase its English language listenership. The station in the past has stressed merchandising assistance to bolster foreign language listenership, with strongest cooperation on the heavy Italian language schedule.

The new plan spotlights the *Wake Up New York* early morning program and one of its star performers, Cecilia Violenes, dubbed "The Lucky Lady." The stores are displaying poster likenesses of Miss Violenes for several weeks; at the end of that time, "The Lucky Lady" will appear personally at each store. The first customer to identify her will receive a prize.

Lehrbas Post

APPOINTMENT of Lloyd A. Lehrbas, public affairs specialist with the State Dept., as special consultant to Gen. Matthew B. Ridgway in Europe, effective today (Monday) was expected late last week. During his service with the State Dept. he has been identified after the war with policy determinations involving the U. S. international information program, including the Voice of America.

JOHN C. BOWMAN, business representative, Publicists Guild, Hollywood, has completed an historical novel, *Isle of Demons*, to be published by Dial Press early next month.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC.

XUM

SEPTEMBER 15, 1952

TELECASTING

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NCAA Releases Full Grid Schedule
Page 97

in our 7th year

In August, more people watched "BROADWAY TV THEATRE" than any other program on New York television!

It's the first time ever that a local show has topped every program on every N.Y. station. More than 1,950,000 people saw it. (Telepulse)

WOR-TV *channel* **9** *for New York*

Hero and Hero-Worshippers:

Knothole Gang Meets Bobby Shantz

Center of attraction at WGAL-TV one evening recently was the Philadelphia Athletics' star pitcher, Bobby Shantz, who was in Lancaster as the special "Knot Hole Gang Guest" of Frank Spair, General Manager of the Lancaster Interstate League team. Following Bobby's visit to WGAL-TV studios where he was surrounded by admiring young baseball fans, the "Gang" together with Joe Astroth and Les McCrabb of the Athletics saw the Lancaster Red Roses and the York White Roses battle it out in an important Interstate League game. The Knothole Gang is sponsored by WGAL and WGAL-TV. Members are admitted free to specified home games of the Lancaster Red Roses. The Knotholers have their own program on WGAL-TV every Saturday morning, with various sports figures as guests of honor.

WGAL-TV

LANCASTER, PENNSYLVANIA

A Steinman Station

Clair R. McCollough, *Pres.*

Represented by

ROBERT MEEKER ASSOCIATES

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

TELECASTING

SEPTEMBER 15, 1952

JOINT APPLICANTS FOR TV

FCC Gets Pilot Case

By LARRY CHRISTOPHER

POLICY QUESTION of whether two or more AM station operators in the same market can unite in a common TV venture—while continuing independent, competitive AM operations—was put before FCC last week in what is considered a pilot case.

WBML and WNEX Macon, Ga., separately owned and operated local stations, filed with the Commission a joint TV application for uhf Channel 47 and asked the FCC to waive its duopoly rule, Sec. 3.35, which precludes common ownership or operation of two stations of the same class in a single community.

WBML and WNEX assured the Commission that the joint TV station would in no way effect their respective AM operations. They affirmed that no combination advertising rates nor requirements would be instituted, nor would the policies of one outlet be affected by or contingent upon those of the other. In short, they promised continued separate and independent competitive AM operations.

Meanwhile, it was reported that two New York foreign language stations, WOV and WHOM, propose a joint TV application for uhf Channel 31 there, with the request expected to be filed with FCC this week (see story page 29).

Macon Case Important

The outcome of the Macon case is considered to be of importance to many broadcasters who have long waited for the Commission to issue some sort of a policy statement respecting joint TV applications. The industry had hoped for a ruling before July 1, when processing of TV bids commenced.

Heretofore, FCC has said merely that such matters will be considered on a case-to-case basis.

Broadcasters in many markets have been faced with the decision to delay filing and possibly lose out in the television race, or to file and be set for lengthy comparative hearing with a local competitor.

In the latter situation, as WBML and WNEX pointed out, the hearing delay for the uhf channel would be further burdened by a prompt grant of the vhf facility there, thus giving the vhf service a several-year jump on the eventual uhf station which would have a difficult time obtaining uhf set circulation and listeners.

If both the vhf and uhf stations could start out together, it was pointed out, the public also would have a choice of competitive services and would save money on installation of vhf-uhf equipment at the outset, rather than piecemeal.

The joint application explained the Sixth Report allocated only vhf Channel 13 and uhf Channel 47 to Macon, with WMAZ there, a 10-kw outlet on 940 kc, already on file for Channel 13. WBML has pending a bid for Channel 47, but this would be dropped if the joint WBML-WNEX application is accepted.

WBML is assigned 250 w on 1240 kc and WNEX 250 w on 1400 kc.

Macon is No. 54 in Group A-2 of the Commission's city priority list under its temporary processing procedure.

The joint application was filed in the name of Macon Television Co., a new corporation equally owned by Middle Georgia Broadcasting Co. (WBML) and Macon Broadcasting Co. (WNEX). It specifies effective radiated power of 101 kw visual and 50.5 kw aural on Channel 47 with an antenna 496 ft. above average terrain.

Estimated construction cost of the joint station is $255,300 with first year operating cost estimated as $240,000 and first year revenue $300,000.

Company's Officers

Officers of Macon Television Co. include the following: President Emmett McKenzie, who is vice president, secretary-treasurer and one-third owner of WBML; Vice President Edward M. Lowe, president and 51% owner of WNEX; Vice President Peyton Anderson, vice president of WNEX; Vice President Ernest Black, who died after application was filed (see page 101), president and one-third owner of WBML; Vice President and General Manager Alfred Lowe, general manager-vice president and 21% owner of WNEX; Secretary-Treasurer Ellsworth Hall Jr., secretary-treasurer and 12% owner of WNEX.

The Macon Telegraph Pub. Co. owns 16% of WNEX, which will result in about 8% ownership of Macon Television Co. This interest is voted by Mr. Anderson.

Allen Woodall, executive vice president and one-third owner of WBML, is not an officer in Macon Television Co.

Messrs. McKenzie, Black and Woodall formerly were principal owners of WCOS Columbia, S. C., but this interest was acquired in April by Charles W. Pittman, son-in-law of the late Mr. Black.

The WBML trio, along with W. R. Ringson, presently own Radio Augusta, Inc., licensee of WRDW

(Continued on page 84)

NEW GRANTS

Now Total 52 Since Thaw

GRANTS for new uhf stations at Rockford, Ill., and Jackson, Miss., and a new vhf station at Roanoke, Va., were issued by FCC last week as processing of Group A-2 applications extended to Fresno, Calif., No. 35 on that city priority list, where four bids were notified of the need for comparative hearings.

These three new construction permits raise to 52 the total new station authorizations awarded by the Commission since lifting of the TV freeze [B•T, April 14, et seq.]. This total includes 44 commercial and 8 noncommercial educational station grants.

In all, 11 applicants were advised of the necessity for hearing since their bids are mutually exclusive with others, bringing to 154 the total number of applicants designated for hearing or so notified under the provisions of the McFarland Act.

The new CPs were issued to:

Jackson, Miss. (Group A-2, No. 29) — Mississippi Publishers Corp., granted uhf Channel 25, effective radiated power of 205 kw visual and 105 kw aural, antenna height above average terrain 490 ft. Estimated commencement date: Early 1953.

Rockford, Ill. (Group A-2, No. 32) — Winnebago Television Corp., granted uhf Channel 39, ERP 15.5 kw visual and 9.2 kw aural, antenna 640 ft. Estimated commencement date: Unknown.

Roanoke, Va. (Group A-2, No. 34)— Roanoke Broadcasting Corp. (WSLS), granted vhf Channel 10, ERP 250 kw visual and 125 kw aural, antenna 1,970 ft. Estimated commencement date: Three to five months.

The following applicants were notified of hearing:

Portland, Ore. (Group A-2, No. 2)— Cascade Television Co. is being notified its application for vhf Channel 8 is mutually exclusive with those of North Pacific Television Inc., Portland Television Inc. and Westinghouse Radio Stations Inc. (KEX), and indicates consoldiation in hearing scheduled Oct. 1 [B•T, Aug. 25].

Peoria, Ill. (Group A-2, No. 24)—TV and Radio Peoria Inc. (WPEO) and Hilltop Broadcasting Co. (WWXL), both seeking uhf Channel 19, are being advised of need for comparative hearing.

Rockford, Ill. (Group A-2, No. 32)— Greater Rockford Television Inc. and Rockford Broadcasters Inc. (WROK), both seeking vhf Channel 13, are being advised of need for comparative hearing. Further issues with respect to Greater Rockford Television involve "overlap and anti-trust considerations."

Roanoke, Va. (Group A-2, No. 34)— Polan Industries and Times World Corp. (WDBJ), both seeking vhf Channel 7, are being advised of need for comparative hearing.

Fresno, Calif. (Group A-2, No. 35)— KARM, The George Harm Station (KARM) and California Inland Broadcasting Co. (KFRE), both seeking vhf Channel 12, are being notified of comparative hearing. The McMahan Co. and John Poole Broadcasting Co., both seeking uhf Channel 53, are being advised of need for hearing.

All processing completed last week was in the Group A-2 line. Additional grants in Group B-1 were issued a fortnight ago [B•T, Sept. 8].

Concerning the Channel 25 grant at Jackson to Mississippi Publishers Corp., Maj. Frederick Sullens, 11% owner of the grantee and editor of its *Jackson Daily News*, stated it is hoped to get the new outlet on the air by the first of the year. Maj. Sullens reported he is going to the East this week to arrange for equipment and personnel. The grantee presently has contingent equipment orders with RCA.

Balaban's Comment

Harry Balaban, theatre executive who is president of the Rockford Channel 39 grantee, Winnebago Television, reported it is planned to get on the air "as rapidly as possible."

All RCA equipment has been ordered by WSLS Roanoke, Channel 10 grantee, and it is hoped to have the station on the air in three to five months according to James I. Moore, vice president and general manager. Every effort will

(Continued on page 88)

television grants and applications

Digest of Those Filed With FCC Sept. 5 through Sept. 11

Grants Since April 14:

	VHF	UHF	Total
Commercial	10	34	44
Educational	2	6	8
Total	12	40	52
On the Air	110 1		

1 Includes XELD-TV Matamoros (Mexico)-Brownsville.

Applications Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	483	315	468	329	798 2
Educational	14	..	4	10	14
Total	497	315	472	339	812

2 One applicant did not specify channel.

NEW STATION GRANTS

ROCKFORD, Ill.—Winnebago Television Corp. Granted uhf Ch. 39 (620-626 mc); ERP 15.5 kw visual, 9.2 kw aural; antenna height above average terrain 640 ft., above ground 691.2 ft. Engineering condition. Estimated construction cost $180,000, first year operating cost $75,000, revenue $80,000. Post Office address 190 North State St., Chicago. Studio location to be determined. Transmitter location on U. S. 20, 2.2 miles west of Rockford. Geographic coordinates 42° 16′ 56″ N. Lat., 89° 10′ 15″ W. Long. Transmitter and antenna RCA. Legal counsel Krooth & Altman, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President **Harry Balaban** and Assistant Secretary-Treasurer **Elmer Balaban**, who jointly own the **H&E Balaban Corp.**, Illinois and Michigan motion picture theatre and exhibition concern, which owns 50% of applicant. Both have identical interests in Esquire Theatre; Assistant Treasurer **Irwin Dubinsky** (18.75%), 75% owner of River Lane Amusement Corp., drive-in theatre; **Rosalind Dubinsky** (18.75%) (wife of Irwin Dubinsky), and **H. W. Dubinsky** (12.5%). [For application, see TV Applications, B•T, July 14.] City priority status: Group A-2, No. 32.

JACKSON, Miss. — Mississippi Publishers Assn. Granted uhf Ch. 25 (536-542 mc); ERP 205 kw visual, 105 kw aural; antenna height above average terrain 491 ft., above ground 538 ft. Engineering condition. Estimated construction cost $404,030, first year operating cost $175,000, revenue $125,000. Post Office address P. O. Box 427, Jackson, Miss. Studio location to be determined. Transmitter location SE corner of Pascagoula and S. West Streets. Geographic coordinates 32° 17′ 48″ N. Lat., 90° 11′ 06″ W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer Raymond M. Wilmotte, Washington. Principals include Vice President **Major Frederick Sullens** (11%), editor of *Jackson Daily News*. and Treasurer **Walter G. Johnson**, (25%), business manager of *Jackson Daily News*. [For application, see TV Applications, B•T, Aug. 25, May 5]. City priority status: Group A-2, No. 29.

ROANOKE, Va.—Roanoke Broadcasting Corp. (WSLS). Granted vhf Ch. 10 (192-198 mc); ERP 250 kw visual, 125 kw aural; antenna height above average terrain 1,973 ft., above ground 174 ft. Engineering condition. Estimated construction cost $320,000, first year operating cost $150,000, revenue not estimated. Post Office address Shenandoah Bldg., 301 First St. S. W., Roanoke, Va. Studio location 301 First St., S. W., Roanoke. Transmitter location west side of U. S. 221, Poor Mt., Va. Geographic coordinates 37° 11′ 51″ N. Lat., 80° 09′ 10″ W. Long. Transmitter and antenna RCA. Legal counsel Hanson, Lovett & Dale, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Paul C. Breford**, Executive Vice President **James H. Moore**, and Vice President and Secretary **Henry E. Thomas**. [For application, see TV Applications, B•T, July 7]. City priority status: Group A-2, No. 34.

CALL ASSIGNMENTS

FCC assigned the following call letters to TV station permittees:

KBTV (TV) Denver, Col. (Colorado Television Corp. [KVOD], vhf Ch. 9); **WSBT-TV South Bend, Ind.** (South Bend Tribune, uhf Ch. 34); **WUTV (TV) Scranton, Pa.** (Appalachian Co., uhf Ch. 73), and **WEEK-TV Peoria, Ill.** (West Central Bcstg. Co., uhf Ch. 43 (previously assigned WETV).

HEARINGS

FCC on Sept. 10 notified 11 applicants for TV stations that their applications indicate the necessity for hearing. For full details, see story, page 79.

APPLICATIONS

Listed by States

† Indicates pre-thaw application refiled (amended).

† MOBILE, Ala. — Pape Bcstg. Co. (WALA) (modification of application), vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 224 kw aural; antenna height above average terrain 460 ft., above ground 500 ft. Estimated construction cost $450,650, first year operating cost $250,000, revenue $300,000. Post Office address 210 Government St., Mobile, Ala. Studio and transmitter location 210 Government St. Geographic coordinates 30° 41′ 23″ N. Lat., 88° 02′ 36″ W. Long. Transmitter RCA, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer L. J. N. du Treil & Assoc., New Orleans, La. [For earlier application, see TV Applications, B•T, July 14]. City priority status: Group A-2, No. 16.

SAN BERNARDINO, Calif.—Orange Belt Telecasters, uhf Ch. 30 (566-572 mc); ERP 5.99 kw visual, 2.973 kw aural; antenna height above average terrain 2,510 ft., above ground 60 ft. Estimated construction cost $22,575, first year operating cost $40,530, revenue not estimated. Post Office address 474 Highland Ave., San Bernardino, Calif. Studio location to be determined. Transmitter location 74 Valley View. Geographic coordinates 34° 14′ 11″ N. Lat., 117° 18′ 15″ W. Long. Transmitter composite, antenna RCA. Principals include **Bertram William Shaw, Everett L. Carson** and **Hal R. Heywood**, all directors of applicant (application, although listing above three directors, indicates that none of them has any interest in station; no balance sheet was submitted but application stated that Messrs. Heywood and Carson have furnished total of $500, with $38,000 new capital to be forthcoming; source of new capital not indicated). Application stated that total staff of station for first year of operation would consist of above three persons. City priority status: Group A-2, No. 64.

ATLANTA, Ga.—WEAS Inc. (WEAS Decatur, Ga.), uhf Ch. 36 (602-608 mc); ERP 19.5 kw visual, 9.75 kw aural; antenna height above average terrain 507 ft., above ground 465 ft. Estimated construction cost $162,950, first year operating cost $350,000, revenue $625,000. Post Office address 217 West Ponce de Leon, Decatur, Ga. Studio and transmitter location Georgia Hotel, 114 Luckie St., NW, Atlanta. Geographic coordinates 33° 45′ 37.5″ N. Lat., 84° 23′ 19″ W. Long. Transmitter and antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President **E. D. Rivers Jr.** (99.98%), president of WJIV Savannah, WGOV Valdosta, Ga., and KWEM West Memphis, Ark.; Vice President **William H. Keller Jr.** (0.01%), and Secretary-Treasurer **Hubert E. Ulmer** (0.01%). Applicant also seeks new TV stations in Savannah, Ga. [see TV Applications, B•T, July 7], Valdosta, Ga. [see TV Applications, B•T, July 14], and Memphis, Tenn. [see TV Applications, B•T, Sept. 8]. City priority status: Group B-2, No. 166.

ATLANTA, Ga.—Robert W. Rounsaville (WQXI), uhf Ch. 36 (602-608 mc); ERP 240.063 kw visual, 24.329 kw aural; antenna height above average terrain 343 ft., above ground 342 ft. Estimated construction cost $295,500, first year operating cost $300,000, revenue $320,000. Post Office address 3165 Mathieson Drive, N. E., Atlanta, Ga. Studio location Peachtree Road and Mathieson Drive. Transmitter location 1430 W. Peachtree St. Geographic coordinates 33° 47′ 38″ N. Lat., 84° 23′ 19″ W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan. Washington. Consulting engineer John H. Mullaney, Washington. Sole owner of applicant is **Robert W. Rounsaville**, who also is owner of WBAC Cleveland, Tenn., WLOU Louisville, Ky., and 51% owner of WBEJ Elizabethtown, Tenn. City priority status: Group B-2, No. 166.

MACON, Ga.—Macon Television Co. (WBML and WNEX), uhf Ch. 47 (668-674 mc); ERP 101 kw visual, 50.5 kw aural; antenna height above average terrain 496 ft., above ground 437 ft. Estimated construction cost $255,300, first year operating cost $240,000, revenue $300,000. Post Office address 230 Second St., Macon, Ga. Studio and transmitter location 230 Second St. Geographic coordinates 32° 49′ 03″ N. Lat. 83° 59′ 53″ W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Emmett McKenzie**, ⅓ owner and vice president of WBML-AM-FM Macon and former ¼ owner of WRDW Augusta; Vice President **Edward M. Lowe**, president and 51% owner of WNEX-AM-FM Macon; Vice President **Payton Anderson**, vice president of WNEX; Vice President **Ernest Black**, president and ⅓ owner of WBML; Vice President and General Manager **Alfred Lowe**, general manager, vice president and 21% owner of WNEX, and Secretary-Treasurer **Ellsworth Hall Jr.**, secretary-treasurer and 12% owner of WNEX. Equal (50%) stockholders in applicant are WBML and WNEX Macon [see story, page 79]. City priority status: Group A-2, No. 54.

WORCESTER, Mass.—Wilson Enterprises Inc., uhf Ch. 14 (470-476 mc); ERP 235 kw visual, 152 kw aural; antenna height above average terrain 875 ft., above ground 304 ft. Estimated construction cost $232,088, first year operating cost $275,000, revenue $285,000. Post Office address 303 Slater Bldg., 390 Main St., Worcester, Mass. Studio location to be determined. Transmitter location Ashnebumskit Hill, atop WGTR (FM) tower. Geographic coordinates 42° 18′ 07″ N. Lat., 71° 53′ 50″ W. Long. Transmitter and antenna GE. Legal counsel Percy H. Russell Jr., Washington. Consulting engineer Felix D. Bonvouloir, Washington. Principals include President and Treasurer **George F. Wilson** (80%), from 1948 to 1952 president of WCNT Centralia, Ill., and from Sept. 1948 to Nov. 1951 commercial manager of WCFL Chicago; Vice President **Jacqueline I. Wilson**, daughter of Mr. Wilson and student at Skidmore College, Saratoga Springs, N. Y., and Secretary **Kathleen Iris Wilson** (20%), wife of Mr. Wilson. (Wilson Enterprises Inc. seeks FCC approval to purchase WAAB Worcester; see FCC Roundup, page 111.) City priority status: Gr. B-1, No. 110.

† DETROIT, Mich.—Booth Radio & Television Stations Inc. (WJLB), uhf Ch. 50 (686-692 mc); ERP 218 kw visual, 109 kw aural; antenna height above average terrain 469 ft., above ground 477 ft. Estimated construction cost $300,037, first year operating cost $253,400, revenue $235,000. Post Office address 700 Buhl Bldg., Detroit 26, Mich. Studio location 10 Witherell St. Transmitter location 375 Midland Ave. Geographic coordinates 42° 24′ 23″ N. Lat., 83° 06′ 40″ W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer George C. Davis, Washington. Principals include President **John L. Booth** (84.3%), also minority stockholder in Booth Newspapers; Mrs. John L. Booth (9.4%), and John L. Booth II (6.3%). Applicant also is licensee of WBBC Flint, Mich., and WSGW Saginaw, Mich., and seeks new TV stations in Battle Creek, Mich., Saginaw, Mich., and Grand Rapids, Mich. (applicant's TV application for Flint, Mich., will be withdrawn). City priority status: Gr. B-2, No. 161.

†GRAND RAPIDS, Mich. — Booth Radio & Television Stations Inc., uhf Ch. 23 (524-530 mc); ERP 206 kw visual, 103 kw aural; antenna height above average terrain 206 ft., above ground 103 ft. Estimated construction cost $318,125, first year operating cost $205,500, revenue $189,280. Post Office address 700 Buhl Bldg., Detroit 26, Mich. Studio location to be determined. Transmitter location on 76th St., near Kraft Ave., 2.5 mi. north of Caladonia. Geographic coordinates 42° 49′ 32″ N. Lat., 85° 31′ 55″ W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer E. H. Clark, Detroit. Principals include President **John L. Booth** (84.3%), also minority stockholder in Booth Newspapers; Mrs. John L. Booth (9.4%), and **John L. Booth II** (6.3%). Applicant is licensee of WJLB Detroit, WBBC Flint, Mich., and WSGW Saginaw, Mich., and seeks new TV stations in Battle Creek, Mich., Saginaw, Mich., and Detroit, Mich. (applicant's TV application for Flint, Mich., will be withdrawn). City priority status: Gr. B-2, No. 142.

TRENTON, N. J.—Morrisville Bcstg. Co. (WBUD Trenton; formerly Morrisville Pa.) uhf Ch. 41 (632-638 mc); ERP 12.88 kw visual, 6.46 kw aural; antenna height above average terrain 378 ft., above ground 440 ft. Estimated construction cost $215,903, first year operating cost from $175,250 to $200,000, revenue $185,000 to $210,000. Post Office address is listed % Morrisville,

(Continued on page 112)

GRANT UPHELD

NARTB Denied in School Bid

REQUEST of NARTB for reconsideration of the FCC's grant of a television CP to Kansas State College of Agriculture & Applied Science, Manhattan, Kan., was denied Wednesday by the Commission.

NARTB had claimed the FCC's July 23 grant had violated the Commission rules requiring all TV applicants, without distinction between commercial and educational applicants, to be legally, technically and financially qualified as a condition to grant without hearing [B•T, Sept. 1, July 28].

The Commission rejected the NARTB claim that the grant actually effected an amendment of the rules and was, therefore, a rule-making matter. In such case, NARTB had contended, the association and/or individual persons could be parties in interest.

FCC suggestion that protests under Sec. 309 must be filed under oath brought a reply from NARTB Thursday that the association had not based its appeal under that section.

Sec. 405 also was mentioned by the Commission, which contended NARTB did not make any showing of injury which would permit it to appear as a person aggrieved.

NARTB had explained, after polling its board on the proposed protest, that the petition was not filed in opposition to the Kansas State College grant but to the manner and method of FCC handling.

FORMAL opening of CBC television operation in Montreal (CBFT) was graced with presence of top U. S. radio personages Sept. 6. L to r: Merle Jones, vice president, CBS-TV; Charles R. Denny, NBC vice president in charge of O&O stations; Mrs. Denny; Donald Manson, CBC general manager; Paul A. Walker, FCC Chairman; Thomson E. Moore, executive vice president, RCA (Canada); Andre Quiment, assistant to CBC's coordinator of TV. ➤

TRANSMITTERS

Makers Optimistic on Production

TELEVISION transmitter manufacturers appeared last week to be getting into position to keep up with FCC's issuance of new TV grants.

Spokesmen for RCA reported, meanwhile, that they are in production on 1 kw uhf transmitters and should be ready for shipments before the end of the year. Also in production at RCA are various vhf transmitters, with "substantial" shipments of 2 kw models expected within a month and delivery of 10 kw transmitters expected to start before the end of the year.

It also was noted RCA has recently shipped two 25 kw power amplifiers and two 20 kw models, and is ready to ship three other 25 kw models to stations not identified, at their own request for competitive reasons.

These shipments are in addition to RCA's flying of 500 w equipment to Denver to put KFEL-TV on the air; its subsequent shipment of 2 kw equipment to KFEL-TV; its shipment of its original Bridgeport (Conn.) experimental uhf station to Portland, Ore., for commercial operation by Empire Coil Co., and its shipment of a 25 kw power amplifier to WSAZ-TV Huntington, W. Va.

Paul Chamberlain, sales manager for commercial products, General Electric's Electronics Div., put it this way:

"The industry is now able to produce [both low and high-channel vhf antennas and transmitters] at a rate sufficient to meet the demand set forth by the issuance of construction permits" and within six or eight months "should be able to meet the demand for low-power uhf transmitters."

He warned, however, that "there will be a shortage" of high-power uhf transmitters—those above 1 kw—"for some years to come," because of "the large number of CP's to be granted in the uhf, plus the extra long lead cycles necessary to tool up and produce the special tubes for this equipment."

Mr. Chamberlain said GE is in production on both low and high-channel vhf transmitters and antennas, plus vhf high-power amplifiers—35 kw for low channels and 20 kw for high channels — and "should be in a position to meet demand during the remainder of this year and next year."

He also reported that both low and high-power uhf transmitters are in production at GE, along with antennas.

Without disclosing its overall production outlook, DuMont announced today (Monday) that it has delivered a 5 kw vhf TV transmitter for use by WATV (TV) Newark and has sold a 25 kw high power transmitter to WTVR (TV) Richmond.

WATV (TV) will use the new unit on Channel 13 when the station moves its transmitter site from West Orange, N. J., to the Empire State Bldg. in the near future. DuMont observed that WATV also has purchased a 50 kw DuMont transmitter, which will be installed when the FCC authorizes expansion to a higher power. At that time, the 5 kw

(Continued on page 94)

JEFFERSON BID

Filed for Vhf Ch. 8 In Florence, S. C.

JEFFERSON Standard Broadcasting Co. (WBT WBTV (TV) Charlotte, N. C.) last Friday filed with FCC for vhf Channel 8 in Florence, S. C., listing a proposed investment of $500,000.

In announcing that the application had been filed with the Commission, Joseph M. Bryan, Jefferson president, said that Melvin H. Purvis had been retained as managing director of the operation. Mr. Purvis is president and general manager of WOLS Florence, S. C., and a prominent attorney in that state. He is the former FBI agent who helped capture the notorious John Dillinger as well as chief counsel of the United States Senate subcommittee on federal manpower policies.

The Florence TV outlet would serve over 780,000 North and South Carolinians who now are receiving only fringe reception from distant stations, according to Mr. Bryan. He said he expects favorable action from FCC within the next few months.

Present plans outlined by Charles H. Crutchfield, executive vice president and general manager of Jefferson Standard (WBT), call for basic network affiliation with CBS, although no coaxial cable TV facilities are now connected to Florence. NBC, ABC and DuMont programs also may be available.

Mr. Crutchfield said network shows will be fed to the station via two separate microwave relay transmitters to be installed between WBTV's main transmitter on Spencer Mt. and Florence.

Other programming will comprise WBTV-originated features as well as agricultural, religious, educational and entertainment programs "to further serve the best interests of the vast agricultural section within the station's coverage area."

Overall, Jefferson Standard hopes to service 2,625,000 Carolinians through a combination of WBTV in Charlotte and the Florence outlet—an audience comparable to that of the Pittsburgh market area—Mr. Crutchfield said.

Jefferson proposes to operate on vhf Channel 8 with erp of 316 kw. Plans specify a 750-ft. tower to transmit a Grade A signal for a radius of 58 miles from Florence. Envisioned is television service for Lumberton, N. C., and the South Carolina cities of Darlington, Hartsville, Marion, Camden and Sumter.

Florence has a city priority status of A-2 No. 228 in FCC's allocations processing line, with no other applicants on file for that channel thus far.

CANADA DEBUTS

TV World Greets CBC

OPENING of Canada's first two television stations—CBFT (TV) Montreal Sept. 6 and CBLT (TV) Toronto Sept. 8—by Canadian Broadcasting Corp. featured high Canadian government officials and greetings on kinescope from TV officials of the four U. S. networks and video figures from four other countries.

Premier Louis St. Laurent and Revenue Minister J. J. McCann took part in opening ceremonies, while the kinescoped congratulations came from British Broadcasting Corp., stations in the Netherlands, Italy and Germany and from WOR-TV New York.

Opening the new stations, CBC Chairman A. D. Dunton reviewed the government's policy giving the task of operating TV in Canada to the CBC, and promised quality rather than quantity would be emphasized. He said Canadian talent and programs would dominate, and pointed to the significance of several Canadian advertisers taking time on the stations from the start.

At a pre-opening news conference Mr. Dunton said that for the time being there will be only three hours or so of telecasting each evening, but in the near future the schedule will be expanded.

A number of United States television officials were present at ceremonies, including FCC Chairman Paul Walker. Leading members of the Montreal and Toronto communities, including Mayors Camilien Houde and Allan Lamport, were present.

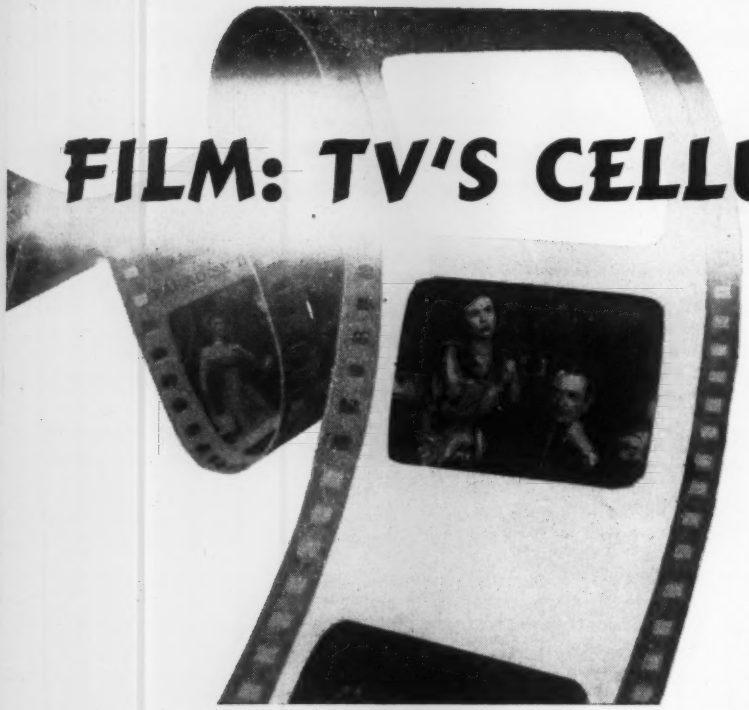
Meanwhile, CBC negotiations with U.S. TV networks were slowed down by disagreements on rates.

DuMont TV is expected to sign a contract with CBC soon for live programs, transcriptions and motion picture films, according to Dr. Thomas T. Goldsmith, DuMont president, at Montreal for the opening of CBFT (TV).

He said CBC has expressed satisfaction over DuMont terms, but that the contract has not yet been signed because U.S. advertisers feel CBC rate structure should be on the same basis as on U.S. TV stations. At present CBC rates are based on air time plus facilities, whether for live, film or relay shows, and are higher than rates on comparable U.S. stations. U.S. advertisers, he said, want to buy only air time, not facilities.

No settlement has been reached by CBC and NBC and CBS TV networks on importation of U. S. network shows from Buffalo, N. Y., to CBLT at less than the affiliate network rate. As a result Canadian Westinghouse Co. Ltd., Hamilton, which was to have brought in *Studio One*, is doing Canadian one-hour show *The Big Review*, three times monthly, and Campbell Soup Co. Ltd., New Toronto, which was to have relayed *The Aldrich Family*, is bringing in film of *TV Playhouse*.

FILM: TV'S CELLULOID CELEBRITY



USE of film in television is carefully analyzed by the author, David Savage, manager of WCBS-TV New York's film department. Mr. Savage presents the practical approach that is of interest to the individual station operator. At the same time, he views the place of film in TV today with an eye to its future. As he explains in his timely article, it is "the film story as related to television today . . . and one which has merely begun."

By DAVID SAVAGE

MANAGER OF WCBS-TV'S FILM DEPARTMENT

PICTURE a group of Hollywood executives sitting about a conference table, all looking rather glum. A gentleman in dark glasses at the end of the table is saying, "Our latest picture is so bad I'm afraid to release it . . . the only thing we can do is palm it off on television."

This published cartoon never fails to get a laugh from visitors who see the blown-up copy of it in my office. Like all cartoons it is an exaggeration. In spite of some rather sad film offerings that have been shown on television in the past, we can, with assurance, borrow the motion picture industry's own slogan and alter it slightly to read, "Motion Pictures [On Television] Are Better Than Ever." Better in terms of quality, in terms of show ratings, in terms of all around entertainment value.

This is also true of films produced especially for television. The prime example of this is *I Love Lucy*, whose quality and ratings have established a target for all producers to aim at.

However, in terms of air-hours, feature films originally produced for theatrical distribution constitute the bulk of film used on television today. The following observations, then, refer mainly to the problems encountered in this type of film programming.

Decision of Programming Aims:

In programming feature films, some very important decisions must be made.

1. **Type of Show.** Shall we present a film show of various types of films, or shall we present a show of only one type? Television has room for both; and stations have been successful with both. There is, for example, the *Mystery Playhouse* (WABD New York). This show, as the name implies, presents only the better chillers and has attracted a loyal audience of considerable size. However, there is possibly more popularity in the general film shows—the most outstanding successes of which are probably *The Early Show* and *The Late Show* both (WCBS-TV New York) which have attained ratings of close to 20 (A.R.B.) in a seven-station market, competing against both live and film network and local shows. On these feature film shows we strive to present only the best and most recent films of all types—comedy, adventure, love, drama, mystery, both of American and British origin. Also to be considered from a programming point of view is the fact that such a show is much more flexible and allows a station to take advantage of various film offerings, rather than be restricted to one type.

2. **Repeats.** Shall we repeat a good picture, or play a second grade product for the same money? Inevitably, this question has to be answered. And if the answer is "repeat," the next question is, "How often can we repeat a film in a given time?" Here, there is no one formula. The people in a given market, the number of channels, the number of film shows, the audience composition for each show, the change in total audience for given shows—all these factors must be weighed. However, don't be afraid to ask for a mail reaction to a repeat or to any idea you may have for a new technique in film programming. You'll be happily surprised to learn how much people want to help you achieve better programming.

Purchasing:

Your answers to the above will

(Continued on page 113)

* * *

Film editing job at WCBS-TV New York by Harry Heitzer (seated), Mr. Savage (standing, center) and Chuck Hinds.

* * *

Mr. Savage joins (l to r) Syd Chatton and Jack Sherry in screening a feature film scheduled for broadcast on WCBS-TV.

EARTHQUAKES TO CHANNEL SWIMS...

IN LOS ANGELES KNBH IS FIRST IN ON-THE-SPOT TV NEWS COVERAGE!

Late evening, July 3, 72% of all TV sets in use in the vast Los Angeles area were tuned to KNBH . . . Channel 4.

Why? Because, as late as midnight, KNBH was bringing to well over half a million viewers an *exclusive* telecast of the heroic attempt of Florence Chadwick to swim the Catalina Channel.

Again — on July 9 — KNBH was on the air with live shots of the dramatic fire at Warner Brothers' Studio *one and one-quarter hours before any other station!*

Still again — on July 21 — when the earthquake struck at Tehachapi, KNBH was the *first* station on the air with the news. And hours ahead with films taken by KNBH newsreel department, flown in by chartered airplane!

When you buy time on KNBH Channel 4 in Los Angeles, you're buying the complete world-wide facilities of NBC — the imagination, ingenuity and creative personnel which are making KNBH the most popular TV station west of the Rockies.

Consult KNBH, Hollywood, or your nearest NBC Spot Sales Office for complete details on availabilities.

TO SELL THE BUYING MILLIONS IN

AMERICA'S 2ND LARGEST TV MARKET

NBC HOLLYWOOD

KNBH channel 4

FLASH!

WAVE-TV
OFFERS TOP AVAILABILITY!

A few excellent spot participations are still available on WAVE-TV's unique audience-participation show, "MAN ON THE STREET"!

FORMAT: On-the-street interviews by Foster Brooks, Louisville's most colorful television personality! Theater tickets and prizes awarded to people interviewed and to those who send in questions.

FOSTER BROOKS: A top-notch MC and wit — has appeared with Arthur Godfrey, Vaughn Monroe, Spade Cooley and others!

TIME: 11:45 to 12:00, Monday thru Friday — popular "rest period" in which thousands of extra housewives watch TV!

AUDIENCE: Large and loyal — a "guess-the-correct-answer-by-telephone" part of the program had to be discontinued because it always swamped our switchboard for hours!

CHECK WITH: F&P!

WAVE-TV
FIRST IN KENTUCKY
Channel 5

NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.
Exclusive National Representatives

Pilot Case on Joint Applicants for TV

(Continued from page 79)

Augusta, Ga., and applicant for vhf Channel 12 there. However, Messrs. McKenzie and Black are withdrawing from this firm.

In addition, Messrs. Woodall and the late Mr. Black are listed as president and vice president-secretary, respectively, of Radio Columbus Inc., licensee of WDAK Columbus, Ga., and uhf Channel 28 applicant there. Each holds a one-third interest in WDAK.

Summarizes Position

Macon Television Co., in support of its request for approval of a jointly-owned TV station, summarized its position as follows:

The two parties to the instant application are aware of the policy considerations present when two corporations, each of which is a licensee of an AM station in a particular community, join together as an applicant for a television station to serve that community. The Commission has announced that it will consider applications of this kind on a case-to-case basis and has indicated that the applicable rule of the Commission (Sec. 3.35) will not be invoked to prohibit such a multiple ownership situation if a showing is made that the public interest, convenience and necessity will be served thereby.

It is submitted that in the instant case the exercise of a sound discretion requires a grant of this application for the following reasons:

(1) At the present time there is no television station in Macon, Ga. The only applicant for Channel 13 is Southeastern Broadcasting Co. (WMAZ), which presumably will receive a grant of its application without a hearing when Macon television applications are reached for processing.

If Middle Georgia Broadcasting Co. and Macon Broadcasting Co. proceed independently and separately as applications for uhf Channel 47 there will, of necessity, be a hearing on these two applications, which will inevitably mean a delay of several years before the successful applicant will be able to construct and operate a uhf station in Macon.

By that time the vhf station on Channel 13 will have been in operation for several years. The public will have purchased vhf receivers and the problem of building up a uhf audience by the successful applicant for Channel 47 may well present an insuperable obstacle to successful operation of the station.

The instant application offers an opportunity for the Commission to make a grant of a uhf station to Macon at the same time that it grants a vhf station to Macon, which will permit competition on as equal a basis as possible in the community.

(2) The public interest will be served by the competition which will result from the simultaneous operation of a uhf and a vhf station in Macon. If the Commission does not grant the instant application without a hearing, and does grant the application of the Southeastern Broadcasting Co. for Channel 13 without a hearing, there will be a period of several years during which only one commercial television station will be operating in Macon. By granting the instant application at the same time that it grants the Channel 13 application, the Commission will be providing a choice of two services to the people of Macon.

It would undoubtedly involve less cost on the part of the listening public to install receiving equipment for both Channel 13 and Channel 47 at one time than it would if separate installations are required.

In addition to the obvious benefits to the public of having a choice of programs rather than being dependent upon a single station for television service, there are many and substantial other advantages which inure to the public from competition between two television stations which do not exist in a monopoly market.

(3) The grant of the instant application will not reduce competition between WBML and WNEX. This, it is recognized, is the crucial policy question raised by the instant application. In order to satisfy the Commission that if the instant application is granted competition between WBML and WNEX will continue in the future as it has in the past, the applicant's two stockholders make the following representations and commitments:

(a) Each of the applicant's stockholders considers itself in all respects to be fully qualified to construct and operate a television station on uhf Channel 47, and in the event the Commission does not grant the instant application without a hearing, it is the present intention of the parties to dismiss the instant application and prosecute separately and independently their respective applications for Channel 47. The instant proposal, therefore, does not reflect a decision by either party that a pooling of resources is necessary to the successful operation of the proposed television station on Channel 47.

The obligations of each party to contribute cash and credit to the applicant television corporation are in no way related to the success or failure of the AM radio stations owned and operated by them. Each of the parties to the applicant corporation has financial resources adequate to meet its commitments to the applicant television corporation without regard to whether or not its AM station operates profitably.

Therefore, the interest of each party in the instant television application will be wholly unaffected by the success or failure of the radio station owned and operated by the other party. Each party will continue to receive 100 cents on the dollar from every dollar earned by its radio station, and every incentive that now exists for WBML and WNEX to compete for the available AM advertising revenue will continue to exist if the instant application is granted.

(b) If the instant application is granted, Stations WBML and WNEX will be operated independently and separately from each other in the future, just as they have been in the past. The station policy of each station will be determined by its own stockholders and directors, without consulation with the stockholders or directors of the other party.

The day-to-day operations of each of the two stations' programs policies, sales policies, and the discharge of public service responsibilities will be determined and effectuated independently for each station by persons who will have no interest, financial or otherwise, in the other station.

Rate Card Plan

(c) The applicant will have a rate card for the proposed television station which will in no way be tied in or related to the purchase of time on Station WNEX or Station WBML. No advertiser will be required, as a condition for obtaining time on the television station, to buy time on either or both of the radio stations. Similarly, there will be no requirement of any kind that any advertiser, as a condition to obtaining time on one of the standard broadcast stations, will be required to purchase time on either the other standard broadcast station or the television station.

No special inducements, such as combination rates, will be offered advertisers to use more than one of these three stations. In the event that the television station can better serve its viewing audience by duplicating a program of one of the two AM stations, such an arrangement will be permitted but only under the same circumstances, conditions and terms that would prevail if a similar arrangement were being made between the AM station and a television station in which the owners of the AM station had no interest.

* * *

. . . The parties to the instant application believe that they have stipulated the necessary safeguards to insure the continued competition between WBML and WNEX that will enable the Commission to grant the instant application under Sec. 3.35 of the Commission's rules. If, however, the Commission is of the opinion that any additional requirements or safeguards are necessary to insure the separation of the two AM stations presently licensed to the two parties to this application, it is respectively requested that the Commission grant the instant application, subject to such additional conditions or stipulations as it may deem necessary or desirable in the premises.

TVA-SAG SPAT

Authority Largely Settled

LONG-STANDING jurisdictional dispute between Television Authority and the Screen Actors Guild took a big stride toward settlement last week when the Associated Actors and Artistes of America (AAAA) board in New York drew up new jurisdictional lines.

By a vote of 53-4, the AAAA board rescinded its resolution of April 19, 1950, vesting in TVA jurisdiction over the entire field of television and set up the following specifications:

(1)—TVA will have jurisdiction over "all talent (other than musicians) employed in live TV programs, defined as live broadcasts, filmed sequences made especially for entertainment portion of live program, and any other program by kinescope or similar device done in the manner of a live broadcast."

(2)—SAG will have jurisdiction over "all actors employed in the motion picture field, including, and without limitation, all motion pictures produced for use over television and also over all extras employed in such motion picture field in the State of New York."

(3)—Screen Extras Guild will have jurisdiction over "all extras employed in the motion picture field other than the State of New York."

A spokesman for TVA noted there still are several areas of jurisdiction requiring further exploration, such as TV film spots and "films done in the manner of live shows, including *I Love Lucy* and the *Red Skelton Show*." He expressed belief TVA should be represented at the current negotiation sessions between SAG and national advertising agencies and film producers, covering actors in filmed television commercials.

Preliminary negotiation sessions were held in New York on the spot commercial issue Monday and Friday but no contract is expected to be signed until mid-October when the present SAG and film producers pact terminates. The existing contract was not specifically tailored for spot commercials but included spots as part of an overall agreement.

'BLONDIE' RIGHTS

Acquired By Slesinger

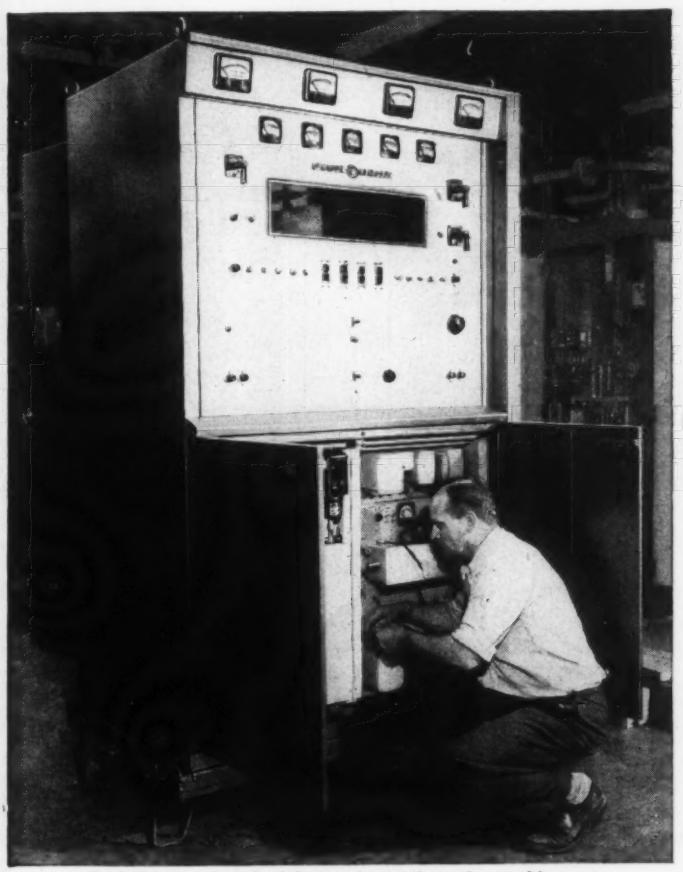
TELEVISION, radio and motion picture rights to "Blondie" comic strip and movie series have been acquired by Slesinger Productions Inc., New York. Company has already completed a pilot film for the new series, which will be presented by the William Morris Agency.

Contract arrangements for package will allow either East or West Coast production, live or film. Series will star Hollywood starlet Jeff Donnell in title role with John Harvey as "Dagwood," and will be produced by Stephen Slesinger with Marc Daniels, former director of CBS-TV's *I Love Lucy*, as director.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

HIGHEST POWER TV AMPLIFIER PASSES TESTS



Technician makes final factory inspection prior to shipment

G-E factory production unit exceeds all FCC requirements

ELECTRONICS PARK, SYRACUSE—First off the production line and first of its kind ever built, General Electric's 35 kw amplifier was inspected and approved recently by network people. CBS engineers Bill Wright and Joseph Stern witnessed exhaustive characteristic and power output tests of the highest powered amplifier in the industry.

The unit will enable broadcasters to reach their FCC limit on all low VHF channels at reasonable cost. A motor-driven tuning mechanism makes it possible to use the amplifier on any one of channels 2 through 6.

West Coast to get amplifier

In October, a G-E unit will be delivered to KHQ, Spokane, in one of the first postfreeze CP's granted by FCC. This additional equipment will boost KHQ's power to 100 kw ERP on Channel 2.

Production continuing

Orders from broadcasters are being given immediate attention at Syracuse. Frank P. Barnes, broadcast sales manager for G.E., stated that orders are being taken now for delivery.

New bulletin available

An illustrated descriptive bulletin X54-148 on the new amplifier will be mailed to station managers and engineers on request. Write: *General Electric Company, Section 292-15, Electronics Park, Syracuse, N. Y.*

TUBE COST ONLY: 60¢ AN HOUR

Low maintenance record of picture output tubes based on 3½ year operation

Transmitter stability unsurpassed by any existing television station is claimed by WHEN, Syracuse. Chief engineer H. Eugene Crow operates the G-E 5 kw transmitter an average of 15 hours a day with an ERP of 27 kw visual and 13 kw aural.

Tuning seldom required

"Tube costs of the visual transmitter amount to less than 60¢ an hour, and in a recent long-term stability test the transmitter required tuning only once in an 8-month period," he reports. "In this test we maintained band width even through several tube changes. We have found equipment quality of this kind to be standard with General Electric."

UHF Technical Bulletins Available on Request

Four newly-printed engineering bulletins on UHF transmitting equipment are offered this week to station managers and engineers or applicants interested in UHF. A card to General Electric Co., Section 292-15, Electronics Park, Syracuse, New York will bring any one or all of the following bulletins to you by return mail.

ECB-9 100-watt UHF Television Transmitter Type TT-24-A
ECB-10 12 kw UHF Television Transmitter Type TT-25-A
ECB-11 High Gain Helical Television Antenna for UHF

G-E Broadcast Man 28 Years in Radio and Television

TV and radio broadcasters in New York State and northern Pennsylvania find their engineering and operational problems well understood by Bill Broughton, General Electric sales engineer in this territory. A veteran of the industry, Bill has been in electronics since graduating from Cornell with a degree in electrical engineering in 1929.

Some of his more recent TV equipment customers include WHEC Rochester, N. Y., WKTV Utica, N. Y. and WQAN Scranton, Pa. Bill Broughton is a native of Schenectady, now makes his business headquarters at Syracuse.

GENERAL ELECTRIC

XUM

These programs earned for CBS Television advertisers the highest average rating of all the networks for the broadcast season just past—from October through June.

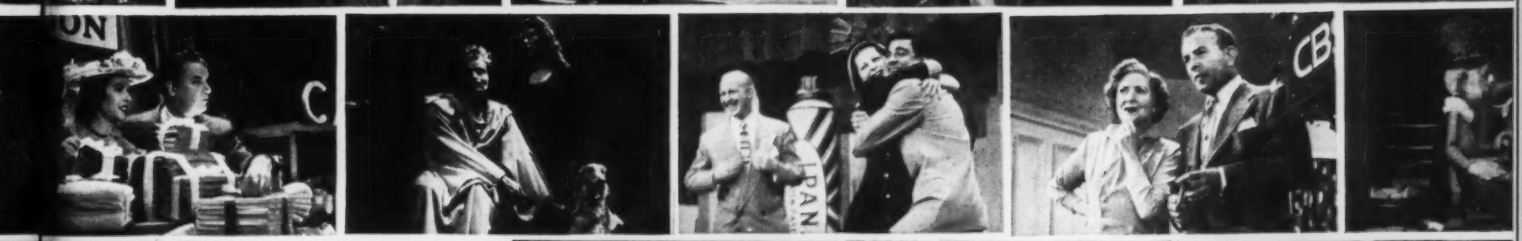
In this period advertisers increased their investment on CBS Television by 95.2% over the corresponding period of the year before...

a rate of increase 37% greater than that of any other network.

We've spent the Summer building an even stronger program schedule, adding new shows, new personalities, to last year's sturdy structure.

So keep your eye on CBS TELEVISION

Your customers do.



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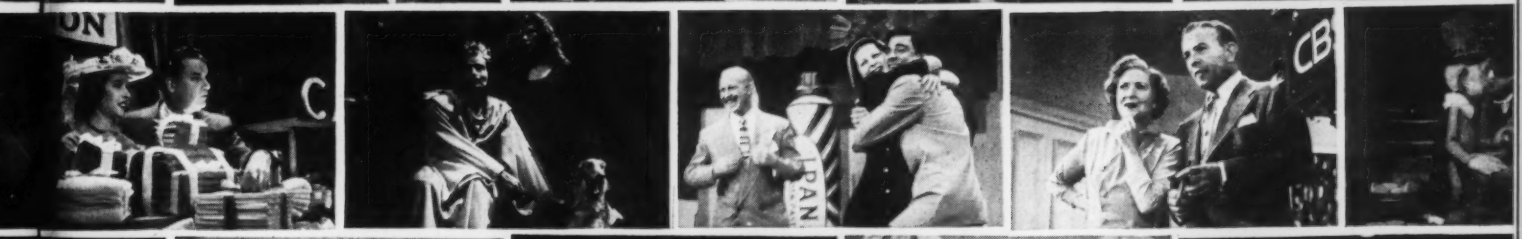
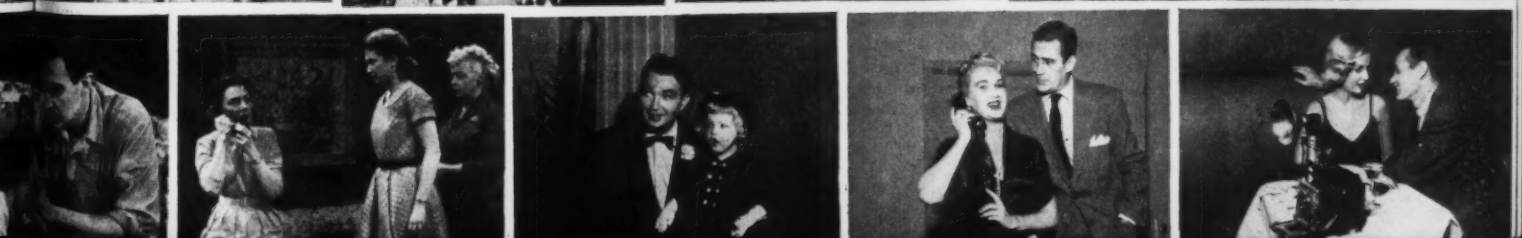




WISE BUYERS BUY...

KFMB

For More Business

TV channel-8

San Diego's 1ST and Only TV Station

Blankets California's Third Market!

KFMB AM 550 K.C.

SAN DIEGO'S General Merchandise STORE SALES are LARGER than:

Oklahoma City
Gary, Ind.
Syracuse, N. Y.
Nashville, Tenn.
Des Moines, Ia.
Omaha, Neb.

KFMB-TV, KFMB-AM
SAN DIEGO 1, CALIF.
Represented by
THE BRANHAM CO.

Station Authorizations Now Total 52

(Continued from page 79)

be made to commence with full power, rather than interim operation, he said.

Other television developments last week included:

● Issuance by FCC of changes in the allocation table to correct certain sub-standard uhf channel spacings in the Midwest, to become effective 30 days after publication in the *Federal Register*. The changes are substantially as proposed in July [B•T, July 28].

● FCC denial of petition by WBEC Pittsfield, Mass., for reconsideration of the Sixth Report so as to substitute uhf Channel 68 for Channel 49 at Rutland, Vt., in order to accommodate the site proposed by WBEC. Denial is without prejudice to refiling the request after one-year waiting period. Comr. Robert F. Jones dissented.

Denies Petitions

● Commission also denied petitions of WHIS Bluefield and WOAY Oak Hill, W. Va., for reconsideration of the Sixth Report to effect channel and zone substitutions. Comr. Jones dissented in both instances. WHIS sought waiver of one-year waiting period or rule amendment to include entire state in Zone I, as well as substitution of Channel 4 for 6 at Beckley, thus allowing addition of Channel 6 at Bluefield. WOAY asked inclusion of Oak Hill in Zone I to allow assignment of Channel 4 there.

● WJDX Jackson, Miss., vhf Channel 12 applicant, petitioned Commission to ignore as "illegal" the counter-proposal of WNOE New Orleans respecting FCC's proposal to add vhf Channel 10 to Lafayette, La. [B•T, Aug. 4].

● Amendments to pending applications continue to mount as the Oct. 1 hearing date nears for Portland, Ore., and Denver. FCC approved some changes.

● FCC Broadcast Bureau recommended enlargement of one issue in the Portland hearing concerning bids for Portland and Vancouver, Wash., which would permit a comparative Sec. 307(b) consideration.

● One Portland applicant, KXL, opposed request of another Portland applicant, Oregon Television Inc., for transfer of the hearing from Washington to the West Coast city. Noting West Coast hearing would make commuters of hearing examiner and FCC staff members participating. KXL argued applicants knew of hearing requirements when they filed for TV, hence should expect to meet them.

● Tri-State Broadcasting Corp., vhf Channel 12 applicant at Chattanooga, asked FCC to dismiss petition of WDEF there, competitive applicant, which sought exclusion of Tri-State's bid as well as that of another Channel 12 applicant, Southern Television Inc., on grounds they are defective [B•T, Sept. 8]. Tri-State pointed out its application was accepted by FCC for filing and any omissions were inadvertent. Southern Television was granted additional time to reply.

As a result of its proposed rule-making changes announced in late July, to correct certain sub-standard uhf channel spacings, the Commission adopted the following channel changes, to be effective 30 days after publication in the *Federal Register*:

City	Channel Number Delete	Add
Wilmington, Del.	53	83
Elberton, Ga.	16	24
Fort Wayne, Ind.	21	69
Lexington, Ky.	33	64
Somerset, Ky.	22	29
Fall River, Mass.	40	68
North Adams, Mass.	15	74
Lima, Ohio	41	73
Allentown, Pa.	45	67
Newberry, S. C.	37	70

With the exception of the change at Somerset, Ky., and alteration in the offset requirements of Channel 24 already assigned to Orlando and Tallahassee, Fla., the changes are the same as those proposed in July.

The WNOE New Orleans counter-proposal would add vhf Channel 8 to New Orleans, in addition to adding vhf Channel 10 to Lafayette as proposed by FCC. However, the WNOE plan involves substitution of vhf Channel 3 for Channel 10 at Baton Rouge.

It is on this latter substitution that WJDX complains, since it earlier had sought unsuccessfully the addition of Channel 3 at Jackson and the assignment of the channel to Baton Rouge now would preclude any future use at Jackson because of minimum co-channel spacing. WJDX argues that the WNOE proposal is untimely and illegally seeks to go beyond FCC's proposal.

Pre-hearing conference for the four Denver applicants has been scheduled for today (Monday) by Examiner James D. Cunningham, who will preside at the hearings to commence Oct. 1 in Washington. KMYR and KOA Denver both seek vhf Channel 4 and KLZ Denver and Denver Television Co. both seek vhf Channel 7.

Newly granted KFEL-TV Denver already is operating while KVOD-TV and KDEN (TV) there are under construction [B•T, July 14].

FCC last week granted KLZ authority to amend its bid to increase ERP from 72.5 kw to 316 kw, antenna height from 928 ft. to 1,006 ft. above average terrain and to show changes in officers, financial data and increased hours of operation. KLZ competitor Denver Television has pending a petition to amend its application to revise financial data, program and staff plans, increase antenna to 1,166 ft. and change main studio site.

KMYR has pending a request to amend its application with respect to financial data and programs plans.

The Commission also approved an amendment of the application of Mid-Continent Television Inc. at Wichita, Kan., to specify vhf Channel 10 in lieu of Channel 3. FCC on its own motion removed Mid-Continent from the Channel 3 hearing in which four other applications are involved. These include KFH, KANS, Sunflower Television Co. and Wichita Television Corp.

Mid-Continent is expected to be consolidated with the Wichita Channel 10 bids of WKY-AM-TV Oklahoma City and KAKE Wichita.

In the Portland hearings, also to commence Oct. 1, FCC granted permission to applicant KGON Oregon City to amend its request for uhf Channel 21 to change hours of operation and location of main studio. In the vhf Channel 6 hearing there, KGW, KXL and KOIN Portland all seek to amend to show higher antennas. KGW also would boost power and revise financial, program and staff data.

In the Portland vhf Channel 8 hearing, KEX seeks to lower its proposed antenna on Healy Hights because of CAA objection, but transmitter power would be increased to provide full 316 kw ERP. KEX also would amend respecting financial, program and staff data. Competitor Portland Television Inc. also would amend to change its antenna because of CAA objection, but will move to a new site where a higher tower is possible. Portland Television also would amend respecting financial, program and staff data and increase minimum operating hours.

Oregon Television Inc., vhf Channel 12 applicant, would amend to specify its main studio at 21st and Burnside Sts. N.W., Portland. It is slated for comparative hearing with Columbia Empire Telecasters and Northwest Television & Bcstg. Co.

KPTV (TV) Portland, Empire Coil's newly granted uhf Channel 27 outlet, is under construction and has purchased RCA-NBC's uhf experimental transmitter at Bridgeport [B•T, Sept. 1].

Respecting the competitive bids of KGON Oregon City and KVAN Vancouver, Wash., for Portland uhf Channel 21, FCC's Broadcast recommended grant of KVAN's petition to allow comparative consideration of the applications under Sec. 307(b), an issue in dispute at the pre-hearing conference [B•T, Sept. 1].

FCC counsel indicated the Commission would not consider Sec. 307(b) or comparisons of populations and areas to be served in the TV hearings since this was the purpose of the fixed allocation plan under the Sixth Report. Most hearings involve applicants for a channel in the same city, hence coverage is considered comparative, it was noted.

Since the Portland Channel 21 applications are concerned with two different cities, the Broadcast Bureau's recommendation set forth the matter as follows:

The foregoing requests [KVAN] presents two questions for Commission determination. First, whether pursuant to the Commission's 'Sixth Report and Order' . . . and the television rules adopted therein, it is appropriate to

(Continued on page 90)

They both love us!

DEMOCRATS

During the Democrat Convention San Antonio was served by only one network line. Both TV stations carried the same programs simultaneously. C. E. Hooper reports on the entire convention show Daytime—WOAI-TV had 126.6% MORE AUDIENCE than the other station. Nightime—WOAI-TV had 89.9% MORE AUDIENCE than the other station.

REPUBLICANS

During the Republican Convention San Antonio was served by only one network line. Both TV stations carried the same programs simultaneously. C. E. Hooper reports on the entire convention show Daytime—WOAI-TV had 95.6% MORE AUDIENCE than the second station. Nightime—WOAI-TV had 26.2% MORE AUDIENCE than the other station.

OUR POINT IS . . .

Better Programming — Sharper Pictures have made WOAI-TV a viewing habit here in the Southwest.

. . . BETTER BUY WOAI-TV

Represented Nationally by

EDWARD PETRY & COMPANY, INC.

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT

NBC
WOAI-TV
CHANNEL 4
SAN ANTONIO

WJAR-TV
PROVIDENCE

PINPOINT YOUR PERSISTENT SALESMAN

UNDUPLICATED COVERAGE IN 225,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 675,000 PEOPLE . . . IN PROSPEROUS SOUTHERN NEW ENGLAND

Represented Nationally by
Weed Television
In New England — Bertha Bannan

'HOWDY DOODY'-LAND

Will Cover Canada, Mexico and Cuba

THEY'RE exporting Howdy Doody. The celebrated stateside puppet is going Pan-American in a continental expansion that promises to make him as well-known in Canada, Mexico and Cuba as he is presently in, say, Doodyville, U. S. A.

The *Howdy Doody Show* with Bob Smith will be launched on the full CBC Canadian radio network (Saturdays, 8:30-9 p.m.) for Ogilvie Flour Mills (hot cereal) and Kraft Caramels, starting with a firm 26-week contract, on the last Saturday in September. Stanfield Ltd., Montreal, is the agency for both advertisers on the radio show.

In addition, the *Howdy Doody* television program will be introduced to Mexico about Nov. 1 (five times weekly, 6:30-7 p.m.), in a Latinized version on XEW-TV. The Mexican version will contain the present cast of characters and a few additions. The format will include the puppets along with circus acts and the old-time movie feature.

Sponsorship interest has been high. American sponsors already underwriting the radio and TV versions of the program will be given first option on the Latin-American conception.

Following the kickoff in Mexico the program will also take off on CMQ-TV in Cuba, six times weekly, 5:30-6 p.m.

In order to service the program in Latin American countries, Martin Stone, president of Kagran Inc., owner of the program, has opened offices under the name of Producciones Mundiales S. A., in Mexico City with both a production and sales force.

The firm plans to film the programs and syndicate them throughout Latin America and then on a world-wide basis, Mr. Stone told BROADCASTING • TELECASTING.

The U. S. radio *Howdy Doody Show* is currently sponsored by Poll Parrot Shoes in 139 non-TV markets on NBC radio, 8:30-9:30 p.m., and is sold locally in the 60 TV markets on which it is carried. The show has been on the network since December 1951.

The television show is on NBC-TV, five times weekly, 5:30-6 p.m., and is sponsored by Bauer & Black, Colgate-Palmolive-Peet Co., International Shoe Co., Kellogg Co., Standard Brands and Welch Grape Juice.

Halsey Barrett Named

HALSEY BARRETT, New York manager of Consolidated Television Sales, distributors for filmed television programming, has been named Eastern sales manager. Before joining Consolidated in 1951, Mr. Barrett served as national spot sales manager for the DuMont Television Network. He was among the founders of the American Television Society in 1939 and was its president in 1941.

Mr. Barrett

New Station Grants

(Continued from page 88)

consider the above-entitled mutually exclusive applications for Channel 21 in the light of the requirements of Sec. 307(b) of the Communications Act. Second, if it is appropriate to consider the said applications in the light of Sec. 307(b), the further question is presented whether the scope of the issues in these proceedings permit the parties to adduce proof as to whether their respective applications would result in a more "fair, efficient and equitable distribution" of television channels.

With respect to the first question, it is clearly appropriate for the Commission to consider the above-entitled applications in the light of Sec. 307(b). . . . The Commission concluded in the Sixth Report and Order that the distribution of radio facilities in such a manner that the result is fair, efficient and equitable can best be achieved by the adoption of a table of assignments. The table of assignments and the rules which implement it make clear that this method of channel assignment is not rigid or inflexible.

On the contrary, under Sec. 3.607(b) all channels are available for any unlisted community located within 15 miles of the community listed in the table. Thus, the table of assignments itself and the rules provide requisite flexibility for the consideration of all factors which are relevant to a determination of the assignment question. In addition, in the table of assignments particular channels are, in numerous instances, assigned to two or more communities.

Where conflicting applications request the channel in such "hyphenated" communities, consideration with respect to the fair, efficient and equitable distribution of facilities is a relevant and necessary factor in the decision as to which such applications should be granted. In the instant proceeding the above-entitled applications have, pursuant to the Commission's rules, requested authority to operate the same channel in different communities. The situation here is similar to that presented in the case of "hyphenated" communities; and in both cases, the determination as to which community should be licensed for the operation of the assignment is expressly held open by the Commission's rules.

The further question is presented whether the issues in these proceedings are adequate to permit proof in the light of the requirements of Sec. 307(b). . . . It is the view of the Chief, Broadcast Bureau that it would be better practice to add the following specific issue, requested in the alternative, by petitioner:

To determine in the light of Section 307(b) of the Communications Act of 1934, as amended, which, if either of these applicants would provide the more fair, efficient and equitable distribution of radio (television) service.

Wherefore, in view of the foregoing, it is respectfully requested that the alternative request of Vancouver Radio Corp. for the addition of the foregoing issue be granted.

Washington Watches Kid Shows

LITTLE PLAYHOUSE
12:30-1:00 p.m.
Monday through Friday
With an average daily rating of 9.6 (ARB, August, 1952), "Little Playhouse" affords the advertiser an opportunity to promote his product to a maximum audience at a minimum cost.
PARTICIPATIONS—$65

Watch Washington

Among all cities of over 50,000 population, Washington has climbed during the past year from tenth to eighth place in food store sales, from sixth to fifth in drug store sales and from seventh to sixth in total retail sales (SM Survey of Buying Power) . . . and you know how much the kids can influence these purchases.

WNBW 4 WASHINGTON

Represented by NBC Spot Sales

FOR A HIGH AUDIENCE RATING APPLY THIS FORMULA—

Use a good show. Put it on WSB-TV in Atlanta, Georgia.

WSB-TV's ability to deliver huskier ratings than national averages again was publicized in a recent ad on the new Hopalong Cassidy films. Listing shown below is a reproduction from that ad. The city-by-city comparison of Hoppy's fat ratings show WSB-TV leading the field 'way up front. (New Orleans, the exception, is a one-station market). You get more for your money on WSB-TV . . . *far more.*

wsb-tv
ATLANTA, GEORGIA

CITY-BY-CITY RATINGS OF APRIL 1952*

Source; ARB April City Report		
Boston	19.7	(Sat. 1:30-2:30 PM)
Philadelphia	20.5	(Sun. 1:30-2:30 PM)
Baltimore	21.8	(Sat. 6:00-7:00 PM)
Washington	23.8	(Sun. 1:00-2:00 PM)
New York	11.5	(Sat. 4:30-5:30 PM)
Detroit	24.3	(Sun. 4:30-6:30 PM)
San Francisco	24.4	(Th. 6:30-7:30 PM)
Cleveland	26.6	(Sat. 4:00-5:00 PM)
Source: Videodex		
Buffalo	28.5	(Sat. 3:00-4:00 PM)
Columbus	19.0	(Sun. 4:00-5:00 PM)
Atlanta	33.9	(Sat. 6:00-7:00 PM)
Source: Pulse		
New Orleans	47.8	(Sun. 1:00-2:00 PM)

*As reported by stations

WSB-TV telecasts from the world's tallest TV tower with 50,000 watts over Channel 2. An affiliate of The Atlanta Journal and Constitution. Edward Petry & Co., Inc., representatives.

First and only TV Station in the South's fastest growing market

First TV Station in Florida—now Serving over 825,000 year-round Residents

Most Up-To-Date TV Operation in the South

It's an amazing South Florida TV Sales Story. Call your Free & Peters Colonel, *Today.*

CHANNEL 4
WTVJ
MIAMI

"Git Thar Fustest With the Mostest"
— Lt. Gen. N. B. Forrest, C.S.A.

telestatus

August Pulse Rates Godfrey, 'Howdy' Tops

(Report 233)

TOP 15 once-a-week evening TV shows and top 10 multi-weekly daytime shows for week of Aug. 1-7, compared to ratings for month of July, were released last week by Pulse Inc., New York, as follows:

TOP FIFTEEN REGULARLY SCHEDULED ONCE-A-WEEK SHOWS

	Program Average Rating Aug.	July
Godfrey's Talent Scouts (CBS-TV)	29.8	30.4
Boxing (CBS-TV)	27.6	28.2
Godfrey and His Friends (CBS-TV)	27.4	29.9
Best of Groucho Marx (NBC-TV)	25.5	25.6
Robert Montgomery (NBC-TV)	25.2	23.7
My Little Margie (CBS-TV)	24.7	25.5
What's My Line (CBS-TV)	24.0	24.4
TV Playhouse (NBC-TV)	23.1	25.5
Toast of the Town (CBS-TV)	21.9	23.6
Racket Squad (CBS-TV)	21.5	21.3
Big Town (CBS-TV)	21.2	22.8
Kraft TV Theatre (NBC-TV)	20.6	
Gangbusters (NBC-TV)	20.0	
Amos 'n' Andy (CBS-TV)	19.9	
Playhouse of Stars (CBS-TV)	19.2	

TOP TEN REGULARLY SCHEDULED MULTI-WEEKLY SHOWS

	Program Average Rating Aug.	July
Howdy Doody (NBC-TV)	10.4	11.2
Camel News Caravan (NBC-TV)	10.1	11.2
Captain Video (DuMont-TV)	8.4	11.2
Strike It Rich (CBS-TV)	7.9	7.4
Big Payoff (NBC-TV)	7.5	
CBS-TV News (CBS-TV)	7.4	8.1
Eddy Arnold (CBS-TV)	7.3	
Those Two (NBC-TV)	7.3	8.1
Liberace (NBC-TV)	7.1	7.2
Music Hall (CBS-TV)	7.1	7.0

'Best TV Plays' To Be Offered

SECOND annual volume of *The Best Television Plays*, edited by William I. Kaufman of NBC-TV's program department, will be published Sept. 26 by Merlin Press.

The nine plays selected from the 1950-51 season include: "The Pharmacist's Mate," by Budd Schulberg *(Pulitzer Prize Playhouse)*; "The Night They Made a Bum Out of Helen Hayes," by Billy Rose *(The Billy Rose Show)*; "The Kathryn Steffan Story," by Kathryn Steffan *(The Big Story)*; "The Rocking Horse," by Doris Halman *(Armstrong Circle Theatre)*; "Vincent Van Gogh," by Hoffman R. Hays *(Philco Television Playhouse)*; "Borderline of Fear," by Joanna Roos and Edward Mabley *(Danger)*; "Rosie's Hair," by Gertrude Berg *(The Goldbergs)*.

The book also contains introductory remarks by well-known producers and directors as well as articles on behind-the-scenes activities by art directors, costume designers and other specialists.

* * *

Demos Top GOP In Nielsen Rating

HIGH water-mark in convention viewing came July 25 when a total of 14,556,000 different television homes tuned in to the Democratic National Convention. This exceeded the Republican Convention viewing peak of 13,097,000 TV homes. These figures were released last week in a special Nielsen Television Index report.

Latest 'Trends' Survey Released by Pulse

PULSE INC.'s "Multiple TV Program Trends" for August 1952 showed that total quarter-hours of network time were 8% lower than in July 1952 but higher than in August 1951. The survey also indicated that about one-half of all TV time last month was devoted to programs in the 10 top-rated categories, which follow:

CATEGORY	AVG. RATING
Talent	18.8
Comedy Variety	16.8
Drama and Mysteries	16.1
Boxing	15.9
Comedy Situation	14.8
Westerns	13.4
Quiz-Audience Participation	10.0
Feature Films	9.2
Wrestling	8.8
Musical Variety	7.5
Kid Shows	7.5

* * *

WHAS-TV Ups Rates Effective Oct. 1

WHAS-TV Louisville's new rate card No. 5, with an hourly base rate of $600 for Class A time and $120 for Class A announcements, will go into effect Oct. 1, Neil Cline, sales director, said last week.

The new rate structure is based on an increase in television homes in the Louisville market since Jan. 1, Mr. Cline said. Most significant feature is addition of a new time bracket, 12 midnight to 12 noon, Monday through Friday, as Class D time.

Weekly Television Summary—

September 15, 1952—TELECASTING Survey

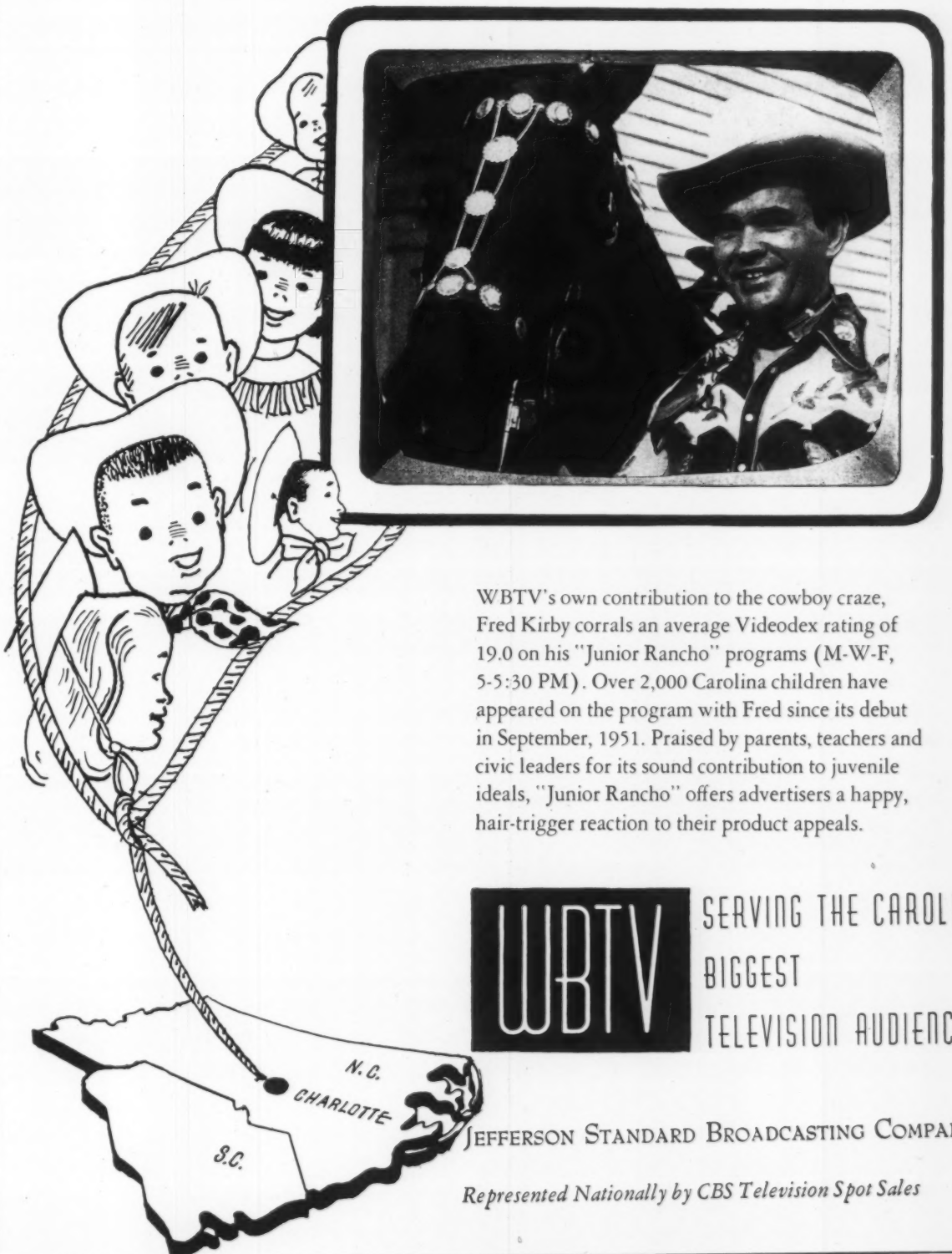
City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	96,433
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	402,829
Binghamton	WNBF-TV	92,500
Birmingham	WAFM-TV, WBRC-TV	118,000
Bloomington	WTTV	160,000
Boston	WBZ-TV, WNAC-TV	920,928
Buffalo	WBEN-TV	279,204
Charlotte	WBTV	237,519
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,188,419
Cincinnati	WCPO-TV, WKRC-TV, WLWT	361,000
Cleveland	WEWS, WNBK, WXEL	637,684
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	186,021
Davenport	WOC-TV	130,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	246,000
Denver	KFEL-TV	21,735
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	804,766
Erie	WICU	165,100
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	186,021
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	123,792
Houston	KPRC-TV	169,675
Huntington-Charleston	WSAZ-TV	112,000
Indianapolis	WFBM-TV	257,000
Jacksonville	WMBR-TV	68,000
Johnstown	WJAC-TV	164,501
Kalamazoo	WKZO-TV	236,653
Kansas City	WDAF-TV	218,045
Lancaster	WGAL-TV	162,813
Lansing	WJIM-TV	110,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,324,088
Louisville	WAVE-TV, WHAS-TV	179,820
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	24,500
Memphis	WMCT	144,690
Miami	WTVJ	141,600
Milwaukee	WTMJ-TV	346,085
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Nashville	WSM-TV	78,260
New Haven	WNHC-TV	310,000
New Orleans	WDSU-TV	108,676
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	130,000
Oklahoma City	WKY-TV	147,350
Omaha	KMTV, WOW-TV	138,503
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,067,476
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	465,000
Providence	WJAR-TV	224,000
Richmond	WTVR	139,032
Rochester	WHAM-TV	160,000
Rock Island	WHBF-TV	123,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	83,245
San Antonio	KEYL, WOAI-TV	92,119
San Diego	KFMB-TV	147,250
San Francisco	KGO-TV, KPIX, KRON-TV	433,000
Schenectady-Albany-Troy	WRGB	222,900
Seattle	KING-TV	163,700
St. Louis	KSD-TV	413,000
Syracuse	WHEN, WSYR-TV	185,550
Toledo	WSPD-TV	191,000
Tulsa	KOTV	130,125
Utica-Rome	WKTV	77,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	382,932
Wilmington	WDEL-TV	117,613

Total Stations on Air 110* Total Markets on Air 65* Estimated Sets in Use: 18,415,416

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

make small fry friends with fred



WBTV's own contribution to the cowboy craze, Fred Kirby corrals an average Videodex rating of 19.0 on his "Junior Rancho" programs (M-W-F, 5-5:30 PM). Over 2,000 Carolina children have appeared on the program with Fred since its debut in September, 1951. Praised by parents, teachers and civic leaders for its sound contribution to juvenile ideals, "Junior Rancho" offers advertisers a happy, hair-trigger reaction to their product appeals.

WBTV SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

NEW CHICAGO UNIT

Would Establish TV Center

TEMPORARY board of directors to promote the Chicago Unlimited movement was set up last Tuesday at a meeting of groups interested in developing Chicago as a television center. Meeting was held at the ABC Civic Theatre, Chicago.

The temporary board comprises S. C. Quinlan, WBKB (TV), for stations; Don Gallagher and John Weigel, freelance announcers, for talent; James Kellock, Wielding Studios, and Dallas Jones, Dallas Jones Productions, for film groups; Alan Fishburn, freelance, and James Jewell, James Jewell Radio-TV Productions, for packagers; Marty O'Shaughnessy, *TV Forecast*, and Robert Hurleigh, WGN and WGN-TV news director, for news; Ray Jones, AFRA and TVA.

Seventy persons attended the Tuesday meeting of the non-profit organizations.

Over $10,000 was pledged, with WBKB offering to match the pledge of any other station.

THEY DON'T LIKE TV SET TAX

Massachusetts Town Levy May Become 'Cause Celebre'

THE little town of Stow, Mass.—population 1,697—found itself in the national spotlight last week because many of its residents don't like to pay a town tax of $4.50 on TV receivers.

This two-year-old levy is imposed by Stow's Board of Assessors, supported by a state ruling that TV sets are non-essential personal property, like watches and jewelry.

A few days ago a Stow resident inserted an ad in the neighboring *Maynard Enterprise* complaining against "taxation without representation" and protesting the tax as illegal. Boston newspapers took up the incident and found that other Massachusetts communities weren't interested in such a tax.

Stow's assessors are able to spot TV owners by their antennas, though in some cases house occupants are asked if they own a receiver. The town is located 10 miles west of Concord.

Henry F. Long, state tax commissioner, ruled some time ago that TV sets were non-essential, removing them from the $5,000 exemption allowed on personal property. This inspired the Stow assessors, headed by Harold J. Priest, to slap a tax on television sets. The assessors put a flat value of $100 on all receives, no matter what type.

Delicate problem arises in the case of some residents whose houses are located on the boundary line separating Stow and Hudson.

Few attempts have been made to place municipal levies on radio or TV sets. A South Carolina law putting an annual license fee of $1 to $2.50 on radio sets was held invalid in 1931 by the U. S. District Court. WBT Charlotte, N. C., had asked an injunction to collect the tax, winning the case.

Three years ago a Pennsylvania Liquor Board tax on TV sets operated by taprooms, on the ground they provided motion picture exhibitions, was killed by a state court. The Supreme Court denied certiorari. The tax ranged from $120 downward. Later the State Legislature amended the law to provide specific exemption for TV receivers.

RCA Slide Projector

RCA VICTOR Div. (broadcast equipment section) is making available a new automatic projector for convenient presentation of either glass or cardboard-mounted slides in studio television productions. The RCA type TP-2A slide projector features a corrected, coated astigmatic five-inch F/3.5 lens; an indexed rotatable turret, and a built-in forced-draft ventilating unit to cool the 100-w lamp.

TV & the Beanstalk

PATIENCE is no virtue when a TV fan lives in a non-TV area like Puerto Rico—but he can do something about it, according to President Frank A. D. Andrea of Andrea Radio Corp. One ingenious TV enthusiast living near San Juan, Mr. Andrea said last week, bought a television receiver and had it installed. After strenuous efforts, the man reports, he now receives programs from Washington, D. C., Jacksonville, Norfolk, Atlanta and Havana. He says reception is best from 5 p.m. to 9 p.m., although Havana has been tuned in up to midnight. To achieve this reception, he placed on the top of his one-family home a 74-foot tower with rotor antenna!

JUDGE RULES

Ohio Censorship Illegal

CENSORSHIP laws in Ohio covering motion picture newsreels are in violation of the Ohio and U. S. Constitutions, according to a Wednesday ruling by Municipal Judge Frank W. Wiley, of Toledo. The ruling was based on a "friendly" court action brought by the State Division of Film Censorship against Martin G. Smith, owner of a Toledo theatre.

Mr. Smith, it was stated, deliberately had shown a newsreel not yet cleared by the censors. Judge Wiley held him not guilty on ground the laws on which the warrant was based were invalid.

Judge Wiley observed, "A film can be run in a television studio at any place in the country and reproduced in every home in Ohio that has a television set, and there is no attempt at censorship or taxation." Self-censorship in the movie industry has removed much of the possibility for evil, he added. He described censorship fees as taxing of films and "a form of prior restraint which violates the constitutional guarantees of freedom of speech and press.

"To subject a newsreel to our present censorship is of itself a greater evil than the possibility of evil against which the statute was designed to protect," Judge Wiley concluded. The state charges $3 to censor newsreels, which Judge Wiley ruled was discriminating against one method of disseminating information in violation of equal protection clauses of Ohio and U. S. Constitutions.

Venezuela TV

VENEZUELA's first TV station to be operated by the Venezuelan government is under construction on a mountain top overlooking the city of Caracas, and is expected to go on the air this December, Meade Brunet, vice president of RCA and managing director of RCA International Div., announced. The station will be RCA-equipped.

Transmitters

(Continued from page 81)

transmitter will be used as a standby.

WTVR (TV) will operate with a 500 w transmitter, which will act as the driver for the new 25 kw unit when the station increases its power to maximum erp at a later date. A DuMont 5 kw transmitter has been in uninterrupted service since the station's debut in April 1948.

WTVR's transmitter is located in the metropolitan area of Richmond. The station recently completed construction of its DuMont-equipped studios and its new transmitting antenna which is 1,044 feet above average terrain.

WOC-TV

A $400 Investment Brings

$22,000 IN SALES

In June, Own-A-Home Trailer Co., began schedule of participating announcements on "Take a Break"—informal program staged, each weekday, on WOC-TV's spacious lawn.

First announcement sold the $5,500 trailer demonstrated on program. After 3 announcements, 2 trailers SOLD. After 8 announcements, 4 trailers SOLD. *$22,000 in business from a $400 advertising investment.*

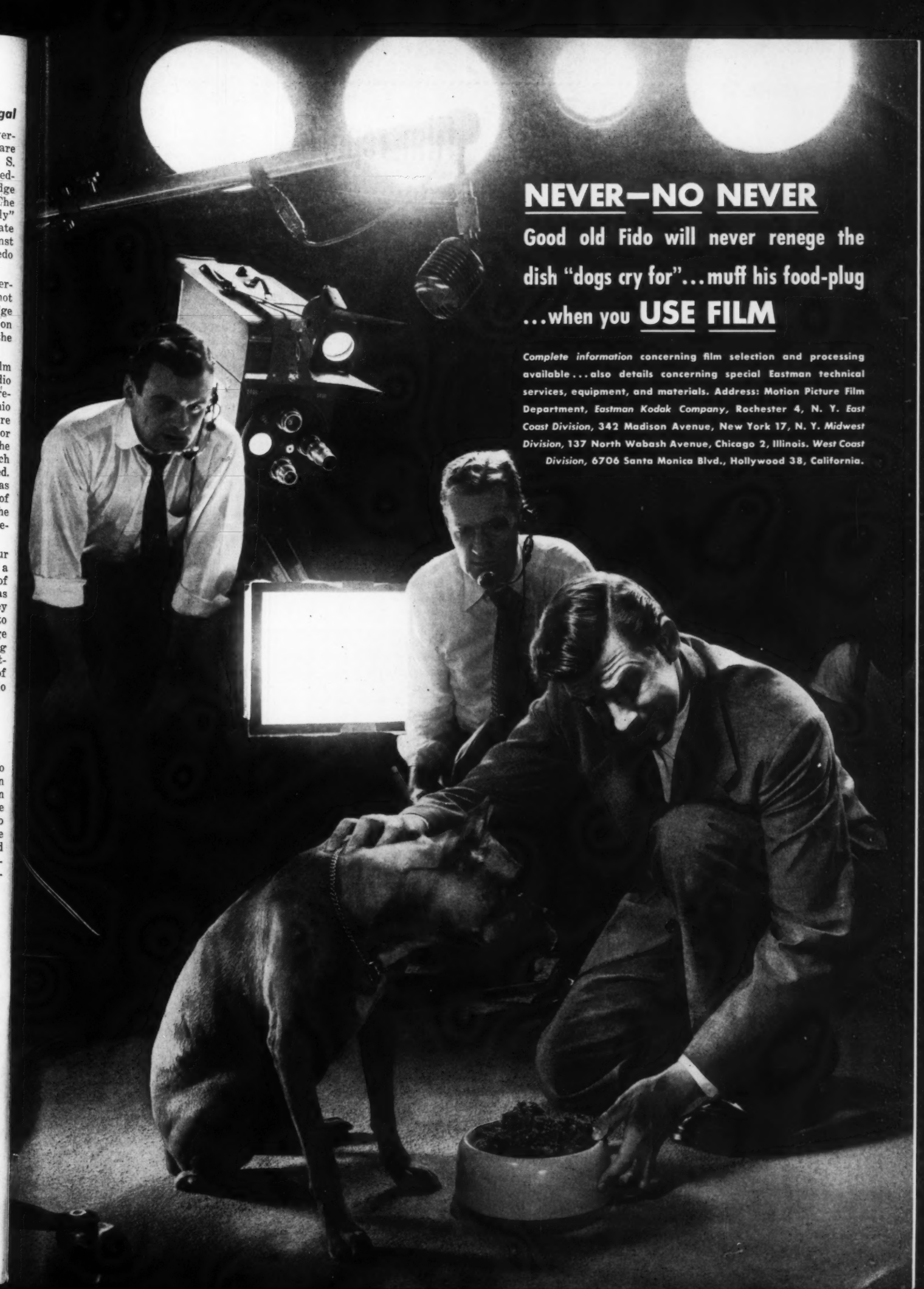
Interested in low-cost telecasting *that sells?*

Then you'll be interested in "Take a Break," "Spotlight Review" and other WOC-TV participation programs. Announcements accepted on these programs at card rates plus $10 participation charge . . . *a real buy.* Get the facts from your nearest F & P office—or direct from us.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa


NEVER—NO NEVER
Good old Fido will never renege the dish "dogs cry for"... muff his food-plug ...when you USE FILM
Complete information concerning film selection and processing available... also details concerning special Eastman technical services, equipment, and materials. Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y. East Coast Division, 342 Madison Avenue, New York 17, N. Y. Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois. West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.

TV'S NEWS ROLE

SDX Meeting to Discuss

ROLE of television at news conferences is among leading topics scheduled for discussion at the national convention of Sigma Delta Chi in Denver Nov. 19-22.

The panel on newspapers also is expected to air such newspapermen's complaints as the charge that reporters often are made into "unwilling actors" for the TV public.

Colorado chapter of the professional journalism fraternity, the host chapter, expects more than 300 delegates to the four-day meeting.

Among those slated to speak are Arthur Hays Sulzberger, publisher of *The New York Times;* Sen. Fred Seaton (R-Neb.); Palmer Hoyt of *The Denver Post,* and Jack Foster of the Denver *Rocky Mountain News.*

Other key journalists and broadcasters have been invited to take part in the discussions.

Television at Fair

NEW TELEVISION equipment was on exhibit at the annual York Interstate Fair at York, Pa., last week. Television demonstration was arranged by Allen B. DuMont Labs., and WNOW-TV York, new DuMont affiliate that will begin telecasting within next few months.

film report

Sales . . .

Kelvinator Dealers Assn., Chicago, starts *Invitation Playhouse* on WGN-TV Chicago for 26 weeks from Sept. 17. The quarter-hour films, produced by **Rene Williams,** Hollywood, and owned by Teevee Co., that city are distributed by **Guild Films Inc.** Agency is **Frank C. Jacobi Adv.,** Chicago.

Katz Drug Co., Kansas City, Mo., has renewed *Invitation Playhouse* on WDAF-TV Kansas City for 13 weeks from Sept. 9. Agency is **Bruce B. Brewer & Co.**

Distribution . . .

Roland Reed Productions, Culver City, has concluded negotiations with **William Morris Agency** to distribute the production firm's half-hour TV film series, *Rocky Jones Space Ranger.* Former arrangement with **Official Films** has been terminated.

Availabilities . . .

Sterling Television Co., N. Y., is releasing for TV a new series of 13 quarter-hour film programs, *Ghost Towns of the West,* produced by **Simmel-MeServey Inc.,** Hollywood. Series is based on true stories of Gold Rush days and has been filmed in some of the West's famous ghost towns.

Production . . .

Dougfair Corp., Culver City, goes into production of 25 half-hour TV films in *Terry and the Pirates* series, Sept. 22, at RKO Pathe Studios. To be sponsored by **Canada Dry Ginger Ale Inc.,** N. Y., the programs are being scheduled in 60 individual markets. **Warren Lewis** produces the films. Agency is **J. M. Mathes Inc.,** N. Y.

* * *

Frank Wisbar Productions, Hollywood, has started a new group of 12 half-hour films for NBC-TV *Fireside Theatre.* The program resumes Sept. 30 under sponsorship of **Procter & Gamble Co.** (Crisco, Ivory, Duz). Agency is **Compton Adv. Inc.**

* * *

A Men Productions Inc., Hal Roach Studios, Culver City, has been formed to produce science-adventure motion pictures which later will serve as basis for a TV series. **Curt Siodmak** is president-director; **Richard Carlson,** vice president-star, and **Ivan Tors** is secretary-treasurer-producer. First script, "A Men," co-authored by Messrs. Siodmak and Tors, goes into production tomorrow (Tuesday). **Leonard Baumasch,** Atomic Energy Commission, will serve as the technical adviser. In 1953 the feature will be broken into two segments and used as first two films in a TV series.

* * *

Gil Ralston, producer for Screen Televideo Productions, Hollywood, and **Arthur Ripley,** motion picture producer - director - writer, have formed partnership to produce TV films. Mr. Ralston recently completed four half-hour NBC-TV *Cavalcade of America* films for duPont, two of which were directed and co-authored by Mr. Ripley.

* * *

Jack Chertock Television Productions Inc., Hollywood, has completed the first film in *Private Secretary,* half-hour TV series starring **Ann Sothern. Don Porter** portrays her employer in the situation comedies. **Chris Nyby** is the director [B•T, July 14].

Random Shots . . .

Guild Films Inc., Hollywood, has formed a Television Research Dept. to be directed by **Will L. Lane,**

(Continued on page 98)

ATTENTION: Film Buyers, Program Directors, Film Producers, Agency TV Depts.

FILMS OF THE NATIONS DISTRIBUTORS, Inc.
62 West 45th Street New York 36, N. Y.

STOCK SHOTS

RELEASE No.: 3. DATE: May 25, 1952
Available in: 16mm. black & white or color
SUBJECT: MEXICO

SCENE #	DESCRIPTION	LENGTH IN FEET
		9
1	Aerial shot of S. Mexico coastline	
	MEXICO CITY	72
2	Airport...plane moving on runway...passengers...baggage trucks...building	7
3	Avenida Juarez...main street of city	93
4	Chapultapec Park...small boats on lake...musicians in costume...people...children riding miniature train.	17
5	Shot of volcano Popocatepetl	
6	Scenes at Floating Gardens of Xochimilco flower vendors in boats...scenic shots of waterways...tourists...clubhouse	90

We are now cataloguing more than 5 million feet of recently taken and new STOCK SHOTS. We are adding new footage daily. The first TEN releases are ready and are yours for the asking, free of charge. We'll send you additional releases as they become available. For inclusions in our mailing list and free releases write to

FILMS OF THE NATIONS DISTRIBUTORS, Inc.
62 West 45th Street, New York 36, N. Y.

NEW CODES

N. Y. Laws Eased for TV

TWO LAWS easing restrictions on television production and transmission were enacted in New York City last week. The bills signed by Mayor Vincent R. Impellitteri amend the city's fire, electrical and building codes.

Under the new law, the television industry will be able to operate more effectively in legitimate theatres. The measures changed restrictions on staging, lighting, wiring, seating and the use of sprinkler systems.

The television industry committee, composed of representatives of the TV networks and WPIX (TV) New York, had long sought relief from the codes that were considered a prime factor in the threats of some television leaders to move operations to the West Coast.

In signing the two bills, Mayor Impellitteri lauded the city government and the television industry for their cooperative efforts in working out the problem. He commented that the laws enacted by the City Council were "the result of a year of very careful study by a committee representing the television industry with representatives of city departments concerned with television . . . and proves once again that industry and government can solve problems of vital importance to all the people."

In a follow-up, the Television All-Industry Committee announced intentions to set itself up as a permanent organization to deal with similar problems faced by the industry. Serving on the committee are:

Clure Owen, Frank Marx and Felix Kemp, ABC; Henry Grossman, Walter Pierson and Richard Forsling, CBS Television; Roger Clipp and Harry Millholland, DuMont; J. R. Poppele and Charles Singer, General Teleradio Inc.; Paul Lynch and Joseph D'Agostino, NBC and Tom Howard and Otis Freeman, WPIX (TV) New York. David J. Jacobson, CBS-TV director of public relations, is public relations counsel for the committee.

WABD (TV) SALES

Seven New Sponsors Signed

WABD (TV) New York has signed seven new sponsors for more than $600,000 worth of billings, Richard E. Jones, station's general manager, announced last week. He added that several other contracts for sponsorship of programs on WABD (TV) currently are in negotiation.

New business was contracted by the following advertisers: Philip Morris & Co., New York, through Biow Co.; Pacific Coast Borax Co., New York, through McCann-Erickson Inc.; Bristol-Myers Co., New York, through Doherty, Clifford & Shenfield; National Carbon Co., New York, through William Esty & Co.; Miller Brewing Co., Milwaukee, through Mathisson & Assoc., that city; Greater New York Kaiser - Frazer Dealers Advertising Council Inc., through William H. Weintraub Co., and Congress of Industrial Organizations (CIO), Washington, through Henry J. Kaufman & Assoc., that city.

POLIO FIGHT

WEWS (TV) Aids Campaign

AS OHIO's polio cases passed the 275 mark, WEWS (TV) Cleveland stepped up its campaign against the dread disease.

Kits and instructions for duplicating WEWS's Polio Pledge Day were sent to all Ohio TV stations and chapter chairmen of the National Foundation for Infantile Paralysis.

When polio cases began spreading through northeastern Ohio, local March of Dimes officials asked WEWS for a 15-minute program on polio precautions. Instead, WEWS devoted an entire broadcast day as Polio Pledge Day.

Beginning at 8:30 a. m. and continuing through the signoff at midnight, WEWS devoted almost every local program and about 12 spots to precautions to be taken against infantile paralysis. The WEWS Polio Pledge Day was termed "a dramatic and effective use of television for the good of the community."

ID ANNOUNCEMENTS

Petry Lists Advantages

COMMERCIAL advantages of TV station identification announcements are outlined in a presentation by the TV division of Edward Petry & Co., station representative, that currently is being distributed to advertisers and agencies.

Entitled "A Quickie on Quickies" and employing the format of a TV script, the report calls identification announcements TV's "talking billboards" and cites these commercial advantages: "Good availabilities between high-rated programs," "high frequency impact," "wide market coverage" and "low cost per customer contact."

The 15-page presentation cites specific examples of ID availabilities, with ratings, TV homes reached and cost-per-thousand figures in three typical markets and for early evening, late evening and noon hours. It lists seven ways in which ID's can be used to achieve advertising goals and reports Class A costs on the 13 Petry-represented TV stations.

Media Control Course

COURSE at George Washington U. Law School, Washington, D. C., to include lectures, research and discussion on government regulation of the mass media of communication, with special emphasis on radio and television, will be conducted during the fall term on Thursday evenings, beginning Oct. 2, by Asst. Prof. Louis H. Mayo. Information may be obtained at The Law School, 720 20th St., NW, Washington 6, D.C.

WOR-TV will telecast sessions of the UN's General Assembly in daily half-hour presentation starting Oct. 14. Telecasts will be public service features.

NCAA GAMES

Full Schedule Announced

COMPLETE schedule of 11 NCAA football games to be covered this fall by NBC-TV was to be announced yesterday (Sunday) on a special NBC-TV program, *Kick-off 1952* (3-3:45 p.m. EDT). The schedule of telecasts, to start this Saturday under the sponsorship of General Motors, follows:

Sept. 20, Texas Christian at Kansas U.; Sept. 27, Princeton at Columbia; Oct. 4, Michigan at Stanford; Oct. 11, Texas A & M at Michigan State; Oct. 18, Cornell at Yale.

Oct. 25, Purdue at Illinois; Nov. 1, Ohio State at Northwestern; Nov. 8, Oklahoma at Notre Dame; Nov. 15, Alabama at Georgia Tech; Nov. 22, USC at UCLA, and Nov. 29, Army vs. Navy at Philadelphia.

Sportscasters Mel Allen, Tommy Harmon, Russ Hodges and Bill Henry will cover the NCAA football schedule, the network also announced.

Mr. Allen will announce all games except that of Oct. 4 between Stanford and Michigan, which will be handled by Mr. Harmon. Mr. Henry will serve as commentator while Mr. Hodges will provide the color for the games.

General Motors will sponsor the telecasts in behalf of all its divisions, including Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac, GMC truck & coach, Frigidaire and other units [B•T, Aug. 25].

'QUICK' EXPANDS

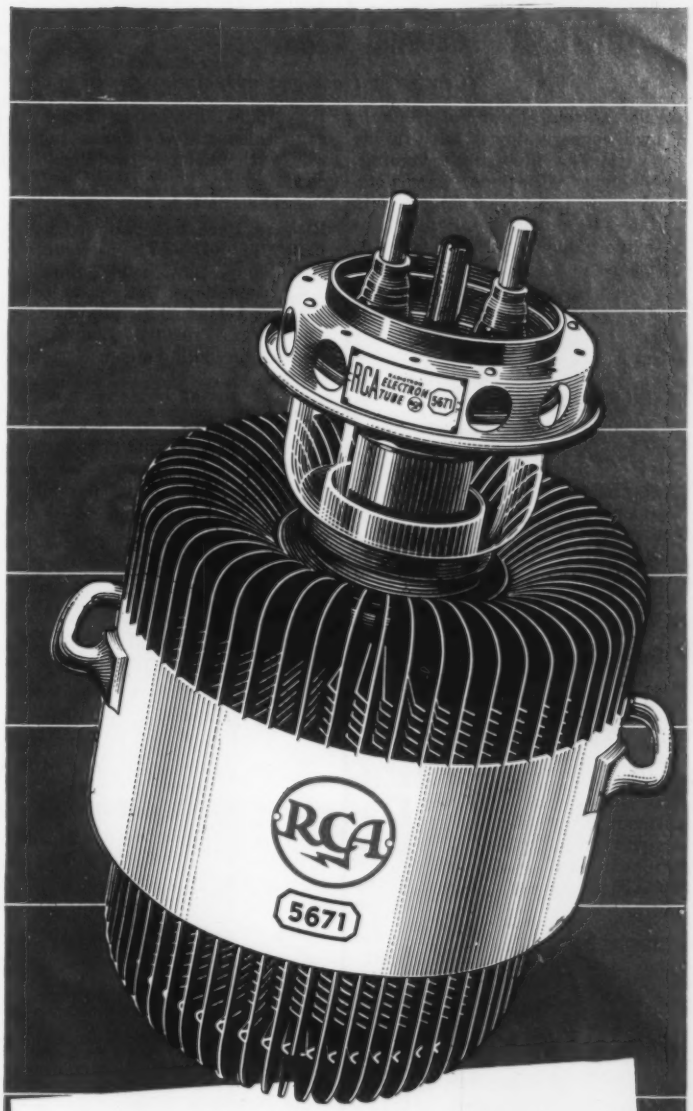
More TV in N.Y. Editions

COMPREHENSIVE coverage of television will be included in *Quick* magazine, effective with the Oct. 20 issue when the publication expands its Metropolitan New York editions by 32 pages.

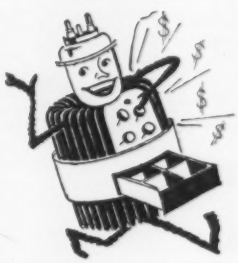
Included will be detailed listings of TV programs in the New York area, news and feature material on TV shows and personalities and news of developments in the industry from a business, scientific and entertainment point of view.

Johns Hopkins Bldg.

JOHNS HOPKINS U. announced last week that construction would begin soon on what the university believes to be the first academic auditorium to be built with permanent installation of television broadcasting facilities. The building, Shriver Hall, is to cost more than $1 million, and is slated to be completed by the autumn of 1953. It is to be equipped with video cabling facilities and microwave facilities, so that the university can broadcast nationally or locally from its stage.



The tube with the "built-in cash register"



If you operate a 50-kw AM transmitter using high-level modulation . . . if you still use older-type, pure-tungsten filament tubes . . . then this high-power triode can literally save you thousands.

Take tube cost per hour, for instance: In a number of 50-kw "AM's", RCA-5671's are still operating after serving over 30,000 hours. Here, as a result of the longer life of the RCA-5671, actual tube cost runs about 4 cents an hour per tube!

Take filament-power cost, for instance: The thoriated-tungsten filament of the RCA-5671 takes 60% less power than pure-tungsten filaments of comparable older tube types—can save you $1300 or more a year. Take advantage of these major savings. For details, write RCA, Section PI37, Harrison, N. J.

For tube service in a hurry, call your local RCA Tube Distributor.

RCA **RADIO CORPORATION of AMERICA**
ELECTRON TUBES **HARRISON, N.J.**

Film Report

(Continued from page 96)

former associate editor of *Holiday*. He will concern himself with trends in national video programming, availability of national time slots, local price trends, viewing habits and local merchandising practices to exploit sponsored programs at point-of-sale.

* * *

KNXT (TV) Hollywood *The Late Show*, comprised of feature films telecast six times weekly, has inaugurated the policy of presenting the film's star as guest each evening.

* * *

David O. Selznick has selected his 1947 RKO feature film, "The Farmer's Daughter," for an experimental re-issue in Minneapolis theatres. If successful, he will reissue all of his motion pictures to theatres instead of releasing them to TV.

Film People . . .

Sam Lake, business manager of Screen Gems Television Inc., New York, to **Guild Films Inc.**, New York, as general sales manager.

* * *

Tom Duran will join **Videopix Inc.**, Pittsburgh, Oct. 1 to represent the company in the mid-Atlantic states. He has been sales executive for WCAE Pittsburgh the last 10 years.

Edward W. Rinker joins the Chicago sales staff of **Sarra Inc.** He was with Bielefeld Studios, same city.

* * *

Richard Bare has resigned as director of NBC-TV's *Eddie Mayehoff Show*, now being filmed by **Key Productions**, Hollywood. **Irving Brecher** resigned as producer two weeks ago. President **Lou Place** is serving in both capacities temporarily.

* * *

Norman Colbert, supervising film editor of **Filmcraft Productions**, Hollywood, is serving as head editor on a series of five-minute Community Chest films to be telecast on all Los Angeles TV stations and Fox West Coast theatres. They will also be available to TV stations throughout the nation for use in Chest campaigns.

* * *

Bernard J. Prockter, president of **Prockter Productions** and chairman of **PSI-TV Inc.**, New York, television film producers and distributors, has sailed to Europe for a five-week trip during which he hopes to arrange for TV film productions in Italy, France, England and Germany, and acquire rights for properties which will be produced in the U. S.

* * *

Paul F. Heard, head of **Paul F. Heard Inc.**, Hollywood, in New York for conferences concerning further religious TV film production. The producer has just completed *What's Your Trouble?* a quarter-hour video film series.

* * *

Robert de Sousa, regional sales manager for **Major Television Productions Inc.**, Culver City, in the New York home office for conferences with **Irving Lesser** and **Seymour Poe**, executive heads of the firm.

* * *

Tony Owen, president of **National Repertory Theatre Inc.**, Hollywood, in New York en route to London for conferences on further TV film production.

WMAL News Maker

WMAL-TV Washington's *Your Commissioner's Report* made front page news in local newspapers when during its half-hour broadcast last Monday D. C. Commission Chairman F. Joseph Donahue, answered a question by Bryson Rash, ABC White House correspondent and WMAL-AM-TV director of special events, on whether he would like to vote on salary increases of the heads of the fire and police departments from $11,130 to $12,000 yearly. Comr. Donahue said yes, and Comr. Renah Camalier, also on the program, seconded. The move was made official the next day.

RCA C-C TUBE

Now Ready for Market

FIRST commercial version of the Vidicon industrial TV camera tube, was announced last week by RCA Victor's Tube Dept. at Harrison, N. J. L. S. Thees, general sales manager, said the tube, designed for closed circuit TV equipment, makes possible simple, compact and low-cost TV camera equipment for industrial, scientific, educational and other non-entertainment use.

The tube (RCA-6198) is a tenth the size of a standard broadcast TV camera tube, Mr. Thees said, and will make possible the design of a TV camera similar in size to the 16mm home movie camera. It will allow televising of scenes with 100-200 foot-candles of incident illumination. RCA plans to make available in the fall components designed for use with the new tube, he said.

GENERAL Electric Co.'s Tube Dept. has completed series of five electronic tube application clinics in five California cities. Clinic aimed at bringing detailed information on new tube developments and applications of electronics equipment manufacturers' engineering staffs.

MEDICAL MUDDLE

Opinions Vary on Video

MEMBERS of the American Medical Assn. and The American Psychological Assn. seem to differ as to television's impact on children.

AMA's *Journal*, in its Sept. 6 issue, urged telecasters to "acknowledge the adverse medical and psychological implications found in many crime-and-horror programs."

That same week, however, the APA, meeting in Washington, was told that TV, far from being a psychological monster, may actually help overcome the teacher shortage and may teach children the better things in life [B•T, Sept. 8].

The AMA *Journal* said that the television industry would do well to sponsor medical research projects to determine the effects of crime shows on children:

"Indeed, the television industry would be well advised to accomplish this (research project) voluntarily and as rapidly as possible in order to neutralize the growing hue and cry for government regulation and its attendant evils of censorship."

On the other side of the ledger, David Kamisar, director of guidance at Champlain College, Plattsburg, N. Y., told the AMA that experience has taught him there is no evidence of difference in personalities and behavior of children exposed to TV and those in non-TV areas.

COLUMBIA-NBC

New TV Courses Listed

TV PROGRAM techniques and special effects will be included in the list of 1952-53 radio-television courses offered by Columbia U., New York, in cooperation with NBC, it has been announced by Erik Barnouw, who supervises broadcasting courses.

The Columbia-NBC series is starting its ninth year with provision made for the first time for students to major in either radio or TV. Study program leads to a bachelor of science degree in General Studies, Mr. Barnouw said. Winter and spring sessions start Sept. 25 and Feb. 4, respectively.

Among new courses are "Television Program Techniques," under William C. Hodapp, producer of NBC-Sloan Foundation's *American Inventory*, and "Special Video Effects" under James A. Glenn, head of NBC's special effects department.

NBC-TV to Air Operas

NBC-TV will present eight operas this coming season, broadcast monthly on Sunday, 3-4 p.m., starting Oct. 19 with Benjamin Britten's "Billy Budd," which will be given its American premiere on the telecast. Samuel Chotzinoff, NBC general music director, will produce the opera series, which will be given in English.

Movie Interests Owning, Seeking TV

(Continued from page 27)

in **Telenews Productions Inc.** and part owner of various newsreel theatres, executive vice president and secretary and 25% stockholder. Mr. Scheftel is president and secretary of applicant; Mr. Burger, treasurer. Applicant also seeks new TV stations in Springfield, Ill., Sioux City, Iowa, and Duluth, Minn. City priority status: Group A-2, No. 27.

LITTLE ROCK—Wrather, Hill & Alvarez, vhf Ch. 11, ERP 220 kw [B•T, July 21]. Principals include 50% owner **J. D. Wrather Jr.,** president and 50% stockholder, **Jack Wrather Productions,** Los Angeles, and president and 60% stockholder, **Wrather TV Productions,** Los Angeles. Mr. Wrather also is part owner of Superior Television Co., Corpus Christi, Tex., TV applicant. City priority status: Group A-2, No. 27.

CALIFORNIA

BAKERSFIELD—Lemert Bcstg. Co., vhf Ch. 10, ERP 61.7 kw [B•T, July 7]. Principals include **Lewis F. Blumberg,** employe of **Motion Pictures for Television Inc.,** president and 32.2% stockholder; **Jack Benny,** motion picture, radio and TV star, 8.9%; **William Goetz,** production head, Universal-International Pictures, Los Angeles, 8.9%. City priority status: Group A-2, No. 132.

MONTEREY—Monterey Radio-Television Co. (KMBY), vhf Ch. 8, ERP 10 kw [B•T, July 7]. Principals include **Harry L. (Bing) Crosby Jr.,** motion picture, radio and TV star, as vice president-treasurer and 24% stockholder. Mr. Crosby is also principal in KXLY-TV Spokane, Wash. City priority status: Group A-2, No. 164.

SANTA BARBARA — Santa Barbara Bcstg. & Television Corp., vhf Ch. 3, ERP 42.7 kw [B•T, Aug. 4]. Principals include **Ronald Colman,** motion picture and radio star, 10% stockholder. City priority status: Group A-2, No. 94.

STOCKTON — KXOB Inc. (KXOB), vhf Ch. 13, ERP 229 kw [B•T, Aug. 4]. Principals include **Sherrill C. Corwin,** owner of **Corwin Theatres Corp.** (owns theatres in California), secretary-treasurer and 15% stockholder in applicant; **Edward G. Burke Jr.,** 25% owner of **Screen Assoc. Inc.,** Los Angeles, 15% stockholder in applicant; **Ralph E. Stolkin,** 12.5% owner of **Screen Assoc. Inc.,** 15% stockholder in applicant. Messrs. Corwin, Burke and Stolkin also have stock interests in WMAY-TV Inc., TV applicant for Springfield, Ill. (See also Mid Continent Television Inc., Wichita, Kan.) City priority status: Group A-2, No. 53.

COLORADO

DENVER—Aladdin Radio & TV Inc. (KLZ), vhf Ch. 7, ERP 72.5 kw [B•T, June 23]. Principals include **Frank H. Ricketson Jr.,** president (no stock interest) of **Fox Intermountain Theatres Inc.** and 50% owner of **Atlas Theatre Corp.** (chain of Colorado theatres), treasurer and 13.5% stockholder in applicant; **Theodore R. Gamble,** president and with wife 80% stockholder in **Gamble Enterprises Inc.** (owns theatres in Indiana, Ohio and Pennsylvania and, through interest in **Standard Theatres Inc.** in Wisconsin), vice president and 20.3%. **Mrs. Gamble** has stockholdings in individual theatres in California. Mr. Gamble also has stock interest in Mt. Hood Radio & Television Bcstg. Corp., TV applicant for Portland, Ore. City priority status: Group A-2, No. 1.

DENVER—Denver Television Co., vhf Ch. 7, ERP 316 kw [B•T, July 14]. Principals include **John M. Wolfberg,** president and director of Denver theatre chain, president and 34% stockholder; **James M. Stewart,** motion picture, stage and radio star, 19.6%. City priority status: Group A-2, No. 1.

DENVER — Metropolitan Television Co., vhf Ch. 4, ERP 100 kw [B•T, July 7]. Applicant owns KOA there. Principals include **Bob Hope,** motion picture, radio and TV star, 50% stockholder. City priority status: Group A-2, No. 1.

FLORIDA

FORT MYERS — Fort Myers Bcstg. Co. (WINK), vhf Ch. 11, ERP 9.77 kw [B•T, June 9]. Principals include **Daniel Sherby,** 12½% owner of **Castle Outdoor Theatre Co.,** vice president. City priority status: Group A-2, No. 396.

JACKSONVILLE — Florida-Georgia Television Co., vhf Ch. 12, ERP 316 kw [B•T, Aug. 25]. Principals include **Mitchell Wolfson,** president of **Wometco Theatres** (exhibition chain) which operates WTVJ (TV) Miami, vice president and 5% stockholder; **Sidney Meyer,** vice president of Wometco Theatres, 5% stockholder. Wometco Theatres also owns 10% of applicant. Same interests have stockholdings in TV applications for Tampa and Charlotte, N. C. City priority status: Group B-4, No. 196.

TAMPA — Orange Television Bcstg. Co., vhf Ch. 13, ERP 316 kw [B•T, July 14]. Principals include **Mitchell Wolfson,** 2½%, and **Sidney Meyer,** 2½%. Messrs. Wolfson and Meyer are president and vice president, respectively, of **Wometco Theatres** (exhibition chain) which operates WTVJ (TV) Miami. Same interests have stockholdings in TV applications for Jacksonville and Charlotte, N. C. City priority status: Group A-2, No. 3.

GEORGIA

COLUMBUS — Martin Theatres of Georgia Inc., uhf Ch. 28, ERP 76 kw [B•T, July 7]. Applicant is owned by **Martin Theatres of Florida Inc.,** of which **E. D. Martin** is president and 33⅓% stockholder, **R. E. Martin** is vice president and 33⅓% stockholder, **C. L. Patrick** is secretary-treasurer, and estate of **R. E. Martin Sr.** is 33⅓% stockholder. City priority status: Group A-2, No. 42.

SAVANNAH—WSAV Inc., vhf Ch. 3, ERP 35 kw [B•T, June 16]. Principals include **William K. Jenkins,** president of **Georgia Theatre Co.,** 19.8% stockholder in applicant. City priority status: Group A-2, No. 22.

ILLINOIS

HARRISBURG—Turner-Farrar Assn., uhf Ch. 22, ERP 11 kw [B•T, June 30]. Same principals **(O. L. Turner, Oscar L. Turner, Charles O. Farrar, Ethel M. Turner, Harry R. Horning)** as **Turner-Farrar Theatres** (owns theatres in Illinois). City priority status: Group A-2, No. 484.

ROCKFORD—Greater Rockford Television Inc., vhf Ch. 13, ERP 202 kw [B•T, July 7]. Principals include **Rolando Frederick Gran,** one third owner of **Standard Theatres Inc.** (owns chain of Wisconsin theatres), 22.4% stockholder in applicant. Mr. Gran also has 50% interest in Milwaukee Area Telecasting Corp., TV applicant for Milwaukee, and 14% interest in Valley Telecasting Corp., TV applicant for Green Bay, Wis. City priority status: Group A-2, No. 32.

SPRINGFIELD—Great Plains Television Properties Inc., uhf Ch. 20, ERP 18 kw [B•T, Aug. 4]. Owned by Transcontinental Properties Inc. Principals of Transcontinental include **Herbert Scheftel,** president and 19% stockholder in **Telenews Productions Inc.** and part owner in various newsreel theatres, president and 25% stockholder; **Alfred G. Burger,** executive vice president and 16% stockholder in **Telenews Productions Inc.** and part owner of various newsreel theatres, executive vice president and secretary and 25% stockholder. Mr. Scheftel is president and secretary of applicant; Mr. Burger, treasurer. Applicant also seeks TV stations in Little Rock, Ark., Sioux City, Iowa, and Duluth, Minn. City priority status: Group A-2, No. 41.

SPRINGFIELD — WMAY-TV Inc. (WMAY), vhf Ch. 2, ERP 100 kw [B•T, July 28]. Principals include **Sherrill Corwin,** owner of **Corwin Theatres Corp.** (owns theatres in California), 10% stockholder in applicant; **Edward G. Burke Jr.,** 25% owner of **Screen Assoc. Inc.,** Los Angeles, 10% stockholder in applicant; **Ralph E. Stolkin,** 12.5% owner of **Screen Assoc. Inc.,** 10% stockholder in applicant. Messrs. Corwin, Burke and Stolkin also have stock interests in KXOB Inc., TV applicant for stockton, Calif. (See also Mid-Continent Television Inc., Wichita, Kan.) City priority status: Group A-2, No. 41.

INDIANA

EVANSVILLE — Premier Television Inc., vhf Ch. 62, ERP 90 kw [B•T, July 21]. Applicant is owned 90% by **Grand-Carlton Corp.,** exhibitor. **Jesse D., Isadore J.** and **Oscar K. Fine,** each one-third owner and executive of Grand-Carlton, also are officers in ap-

(Continued on page 100)

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Movie Interests Owning, Seeking TV

(Continued from page 99)

plicant. City priority status: Group A-2, No. 17.

FORT WAYNE—Fort Wayne Television Corp., uhf Ch. 33, ERP 282 kw [B•T, July 14]. Applicant is owned 100% by **Alliance Theatres Corp.** Principals in applicant include: President **P. J. Dee,** president-8% owner of Alliance; Vice President **S. J. Gregory,** vice president of Alliance; Secretary **William J. Friedman,** assistant secretary-3% owner of Alliance and 1.1% of KIOA Des Moines and WLOL Minneapolis; Treasurer **Herbert L. Stern Sr.,** treasurer-14% owner of Alliance. City priority status: Group A-2, No. 12.

IOWA

MASON CITY—Twin States Television Co., vhf Ch. 3, ERP 24.7 kw [B•T, Sept. 1]. **W. K. Niemann,** vice president and 16⅔% owner of applicant, is vice president-21.4% owner of **General Pictures Production Inc.,** Des Moines. City priority status: Group A-2, No. 183.

SIOUX CITY—Siouxland Television Co., vhf Ch. 9, ERP 50 kw [B•T, June 30]. **Arthur Sanford,** president and 55% owner of applicant, is vice president and 55% owner of **Affiliated Theatres Inc.,** Sioux City. City priority status: Group A-2, No. 39.

SIOUX CITY—Great Plains Television Properties Inc., uhf Ch. 36, ERP 18.4 kw [B•T, Sept. 1]. Sole owner is **Transcontinental Properties Inc.,** of which **Herbert Scheftel** is president-25% owner and **Alfred G. Burger** is executive vice president, secretary and 25% owner. Mr. Scheftel also is president-19% owner of **Telenews Productions Inc.** and Mr. Burger is executive vice president-16% owner of Telenews Productions. Both are part owners of various newsreel theatres. Mr. Scheftel is president and secretary of applicant and Mr. Burger is treasurer. Applicant also seeks TV stations in Springfield, Ill., Duluth, Minn., Little Rock, Ark. City priority status: Group A-2, No. 39.

KANSAS

WICHITA—The C. W. C. Co., uhf Ch. 16, ERP 198 kw [B•T, July 14]. President-10% owner of applicant is **Stanley H. Durwood,** theatre operator in Kansas and Missouri. Vice president is **Henry S. Ungerlieder,** 50% owner of **Ungerleider & McGhan,** theatre ticket equipment firm. City priority status: Group A-2, No. 6.

WICHITA—Mid Continent Television Inc., vhf Ch. 3, ERP 100 kw [B•T, July 7]. Principals include 20% stockholder **Sherrill C. Corwin,** owner of **Corwin Theatres Corp.** (theatre chain in California). Mr. Corwin also has stockholdings in WMAY-TV Inc., TV applicant for Springfield, Ill.; and in KXOB Inc., TV applicant for Stockton, Calif. City priority status: Group A-2, No. 6.

KENTUCKY

HENDERSON—Ohio Valley Television Co., uhf Ch. 50, ERP 25 kw [B•T, July 28]. Operator of AM station WSON there, applicant is owned 60% by **Citizens Theatre Co., Henderson,** whose officers include President **M. A. Lightman Jr.,** Vice President **Leo King** and Secretary-Treasurer **W. E. McClure. Malco Theatres Inc.,** Memphis, holds 50% interest in Citizens Theatre Co. City priority status: Group A-2, No. 17 (Evansville, Ind.).

PADUCAH — Columbia Amusement Co,. vhf Ch. 6, ERP 10.4 kw [B•T, July 7]. Applicant is Paducah exhibitor. Principals include: **Leo F. Keiler,** president and 41.9% owner; **John W. Keiler II,** first vice president and 8.4%; **R. R. Kirkland,** second vice president and 12.4%; and **Irene B. Keiler,** third vice president and 37.3%. City priority status: Group A-2, No. 146.

LOUISIANA

NEW ORLEANS—WSMB Inc., uhf Ch. 20, ERP 200 kw [B•T, July 7]. Operator of AM station WSMB there, applicant is 50% owned by **Paramount Gulf Theatres.** Officers in WSMB Inc. include **Leonard H. Goldenson** and **Robert H. O'Brien,** president and secretary-treasurer, respectively, of **United Paramount Theatres;** and **Gaston J. Dureau** and **Carl F. Dixon,** president and assistant secretary, respectively, of Paramount Gulf Theatres. City priority status: Group B-4, No. 184.

MICHIGAN

BATTLE CREEK—W. S. Butterfield Theatres Inc., uhf Ch. 64, ERP 1,000 kw [B•T, July 21]. President of applicant is **M. F. Gowthorpe,** president and treasurer of **Consoidated Theatres Inc., B & J Theatres Inc., J. R. Dennistion Theatre Co., Carley Amusement Co., Butterfield Michigan Theatres Co.** and **Bijou Theatrical Enterprise Co.,** Detroit; vice president-secretary of applicant is **William A. Ruble, vice-president-secretary** of Butterfield Michigan Theatres Co. and Bijou Theatrical Enterprise Co.; vice president of applicant is **Paul A. Seippel,** vice president of Butterfield Michigan Theatres Co., and a director of applicant is **H. Edward Stuckey,** vice president of Butterfield Michigan Theatres Co. Sole stockholder of Class A and Class C stock is Bijou Theatrical Enterprise Co., Detroit. Applicant also seeks TV station in Flint, Mich. [B•T, July 7]. City priority status: Group B-1, No. 15.

FLINT—W. S. Butterfield Theatres Inc., uhf Ch. 16, ERP 998 kw [B•T, July 7]. See application at Battle Creek, Mich.

MINNESOTA

DULUTH—Great Plains Television Properties Inc., uhf Ch. 38, ERP 17 kw [B•T, Sept. 8, Aug. 18]. See application at Sioux City, Iowa.

DULUTH—Lakeland Telecasters Inc. (WREX), vhf Ch. 6, ERP 55 kw [B•T, July 14]. Principals include **Rolando Frederick Gran,** one-third owner of **Standard Theatres Inc.** (theatre chain in Wisconsin), 5% stockholder. Mr. Gran also has a 22.4% interest in **Greater Rockford Television Inc.,** TV applicant for Rockford, Ill.; 50% interest in **Milwaukee Area Telecasting Corp.,** TV applicant for Milwaukee; and 14% interest in **Valley Telecasting Corp.,** TV applicant for Green Bay Wisconsin. City priority status: Group A-2, No. 10.

MISSOURI

ST. LOUIS—St. Louis Amusement Co., vhf Ch. 11, ERP 316 kw [B•T, July 7]. Applicant is owned 42% by **Fanchon & Marco Enterprises Inc.,** whose secretary, **James H. Arthur,** is secretary-treasurer of applicant. City priority status: B-4, No. 179.

NEBRASKA

HASTINGS—Strand Amusement Co., vhf Ch. 5, ERP 61.4 kw [B•T, Aug. 25]. Principals include: **Frank D. Rubel,** president and 25% owner; **Fred E. Teller Jr.,** vice president and 20%; **Edna C. Rubel,** secretary and 25%; **Knalba Foundation,** 30%. City priority status: Group A-2, No. 256.

NEVADA

LAS VEGAS—Desert Television Co., vhf Ch. 13, ERP 2.48 kw [B•T, July 14]. Operator of AM station KRAM there, applicant is owned 88.8% by **Huntridge Theatres Inc.** City priority status: Group A-2, No. 209.

NEW JERSEY

ASBURY PARK — Atlantic Video Corp., uhf Ch. 58, ERP 100 kw [B•T, Sept. 1]. **Walter Reade Jr.,** is president-49% owner of applicant and **Edwin Gage** is vice president-secretary-49% owner. Mr. Reade also is president of **Walter Reade Theatres** and is New York and New Jersey theatre operator. Mr. Gage is associated with Mr. Reade in some of the New York and New Jersey theatre operations. City priority status: Group B-1, No. 135.

NEW MEXICO

ALBUQUERQUE — Greer & Greer, vhf Ch. 7, ERP 91 kw [B•T, June 30, April 21]. **E. John Greer,** 50% owner of applicant, has interest in nine theatres in Santa Fe and New Mexico. **Saloma S. Greer,** 50% owner of applicant, has interest in four Sante Fe theatres. Applicant also seeks TV station in Santa Fe [B•T, June 30]. City priority status: Group B-4, No. 201.

SANTA FE—Greer & Greer, vhf Ch. 2, ERP 10 kw [B•T, June 30, April 21]. See application at Albuquerque.

NEW YORK

ALBANY—Patroon Bcstg. Co., uhf Ch. 23, ERP 255 kw [B•T, Aug. 11]. Operator of AM station WPTR there, applicant is owned 55% by **Schine Chain Theatres Inc.** President of applicant is **J. Myer Schine.** City priority status: Group B-2, No. 141.

BUFFALO—Chautauqua Bcstg. Corp. uhf Ch. 17, ERP 166 kw [B•T, Aug. 11]. Applicant is owned 29.6% by **Gary L. Cohen,** executive vice president, who is manager and 25% owner of **Van Buren Amusement Enterprises Inc.,** drive-in. Secretary of applicant is **Irving Cohen,** sole owner of **Allendale, Plaza, Corning** and other theatres. **Robert C. Hayman,** exhibitor, owns 8.3% of applicant. Chautauqua Bcstg. Corp. also is TV applicant at Jamestown, N. Y. City priority status: Group B-4, No. 181.

BUFFALO—Copper City Bcstg. Corp. vhf Ch. 7, ERP 155 kw [B•T, Aug. 18]. Licensee of WKTV (TV) Utica, N. Y., and AM station WKAL Rome, N. Y., applicant is 56% owned by President **Myron J. Kallett,** head of **Kallett Theatres Inc.** and other theatre companies. Other officers in applicant include Vice President **Robert M. Kallett** and secretary **Joseph S. Kallett.** City priority status: Group B-4, No. 181.

JAMESTOWN — Chautauqua Bcstg. Corp., uhf Ch. 58, ERP 62.6 kw [B•T, July 28]. See application at Buffalo. City priority status: Group A-2, No. 97.

NIAGARA FALLS—Frontier Television Inc., vhf Ch. 7, ERP 316 kw [B•T, Sept. 1]. Applicant is 50% owned by **Catarac Theatre Corp.** President **Richard A. Hayman** is 11% owner of Catarac Theatre Corp. and 33% owner of **County Theatres Corp.** Secretary **Raymond A. O'Connor** is officer and director of Catarac Theatre Corp. City priority status: Group B-4, No. 181.

SCHENECTADY—Van Curler Bcstg. Corp., uhf Ch. 35, ERP 246 kw. [B•T, July 14]. Holding 25% interest each are President **Simon H. Fabian,** president of **Fabian Theatres;** Vice President **Eleanor Fabian Rosen,** and Secretary **Edward L. Fabian,** assistant secretary of Fabian Theatres. City priority status: Group B-2, No. 141.

NORTH CAROLINA

CHARLOTTE—Piedmont Electronics & Fixture Corp., vhf Ch. 9, ERP 316 kw [B•T, Sept. 15]. Principals include President and 10% stockholder **Herschel Hill Everett,** president and 50% owner of **Everett Enterprises Inc.** (chain exhibition); Vice President and 15% stockholder **Mitchell Wolfson,** president of **Wometco Theatres** (exhibition chain), and 10% stockholder **Wometco Theatres.** Mr. Wolfson and Wometco Theatres own WTVJ (TV) Miami, have interests in TV applications for Jacksonville and Tampa, Fla. City priority: Group B-4, No. 199.

WINSTON-SALEM — Mary Pickford Rogers, vhf Ch. 12, ERP 117 kw [B•T, July 7]. Applicant is president of **Comet Productions Inc.** and **Triangle Productions Inc.** and 25% owner of United Artists Corp. City priority status: Group B-3, No. 175.

OHIO

MANSFIELD—Fergum Theatres Inc., uhf Ch. 36, ERP 17 kw [B•T, July 14]. **William N. Skirball** is president-40% owner of applicant and 50% owner of **Skirball Bros.** (theatre management), Cleveland, with interest in various other theatre and retail candy companies. **Jack H. Skirball** is vice president-40% owner of applicant and independent motion picture producer, Hollywood. **Joseph Lisauer** is secretary-treasurer of applicant and general manager of Fergum Theatres and Skirball Bros. City priority status: Group A-2, No. 95.

OKLAHOMA

OKLAHOMA CITY—Oklahoma Television Corp., vhf Ch. 9, ERP 316 kw [B•T, July 14]. Applicant is owned 30% by **Video Independent Theatres.** Secretary **Henry S. Griffling** is president of theatre firm. City priority status: Group B-4, No. 194.

OREGON

PORTLAND—Mt. Hood Radio & Television Bcstg. Corp., vhf Ch. 6, ERP 100 kw [B•T, July 28]. Operator of newly purchased AM station KOIN there, applicant is 43.5% owned by **Theodore R. Gamble,** president and with wife 80% stockholder in **Gamble Enterprises Inc.** (owns theatres in Indiana, Ohio and Pennsylvania and, through interest in Standard Theatres Inc., in Wisconsin). **Mrs. Gamble** has holdings in individual theatres in California. Mr. Gamble also has stock interests in Aladdin Radio TV Inc., TV applicant for Denver. City priority status: Group A-2, No. 2.

PENNSYLVANIA

JOHNSTOWN—Rivoli Realty Co., uhf Ch. 56, ERP 85 kw [B•T, April 21]. **Walter M. Thomas** is president-12% owner of applicant. **Margaret E. Gartland** is secretary-57% owner of applicant. Mr. Thomas is 50% owner of **Laurel Theatre** and 33% owner of **Roxy Theatre,** Johnstown. Miss Gartland is 50% owner of Laurel Theatre and 33% Roxy Theatre. City priority

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status: Group B-2, No. 151.

SOUTH CAROLINA

CHARLESTOWN, S. C. — Charles Bcstg. Co., vhf Ch. 2, ERP 54.9 kw [B•T, July 14]. Operator of AM station WHAN there, applicant is 20% owned by **Frederick G. Storey**, president and one-third owner of **Community Theatre Corp.**, Atlanta, Ga. City priority status: Group A-2, No. 55.

TENNESSEE

CHATTANOOGA — Southern Television Inc., vhf Ch. 12, ERP 63.5 kw [B•T, Sept. 1, June 30]. Applicant is owned 37.5% by President **Moses Lebovitz**, president of **Independent Theatres Inc.**; and 12.5% by **Joel W. Solomon**, secretary-treasurer of Independent Theatres. City priority status: Group A-2, No. 14.

KINGSPORT—Kingsport Bcstg. Co., uhf Ch. 28, ERP 22.2 kw [B•T, July 14]. Operator of AM station WKPT there, applicant is owned 8% by **Kingsul Theatres Inc.** City priority status: Group A-2, No. 273.

TEXAS

BEAUMONT — Lufkin Amusement Co., vhf Ch. 4, ERP 100 kw [B•T, July 21]. Stockholders in applicant, who have extensive theatre interests in Texas, include **Ernest Lynn Kurth**, president and 21.9%; **J. H. Kurth Jr.**, vice president and 24.4%; **Mrs. Louis R. Henderson**, 38.3%; **R. W.** and **M. E. Kurth**, both minority stockholders. E. L. Kurth also has interest in Forest Capital Bcstg. Co., TV applicant at Lufkin, Tex. City priority status: Group A-2, No. 9.

CORPUS CHRISTI—Superior Television Co., vhf Ch. 10, ERP 222 kw [B•T, July 28]. Applicant is 50% owned by **J. D. Wrather Jr.**, half-owner and president of **Jack Wrather Productions Inc.**, Los Angeles, and part owner of KOTV (TV) Tulsa. City priority status: Group B-4, No. 197.

LUBBOCK—Lindsey Television Co., vhf Ch. 5, ERP 100 kw [B•T, July 21]. Applicant is owned 80% by **Lindsey Theatres Inc.**, operator of eight theatres there. City priority status: Group A-2, No. 50.

LUFKIN—Forest Capital Bcstg. Co., vhf Ch. 9, ERP 11.3 kw [B•T, June 2]. Operator of AM station KTRE there, applicant is owned 16% by Vice President **E. L. Kurth Sr.** and 10% by **Mrs. Ola Thompson**. Both have Texas theatre interests and are part owners of Lufkin Amusement Co., TV applicant at Beaumont, Tex. City priority status: Group A-2, No. 361.

WICHITA FALLS — Rowley-Brown Bcstg. Co., vhf Ch. 6, ERP 100 kw [B•T, July 21]. Operator of KWFT there, applicant is owned 20% each by President **E. H. Rowley**, president of **Rowley United Theatres Inc.**; Vice President **John H. Rowley**, vice president of theatre firm, and **Agnes D. Rowley**. City priority status: Group A-2, No. 56.

VIRGINIA

NORFOLK — Chesapeake Services Inc., vhf Ch. 10, ERP 316 kw [B•T, Sept. 15]. Principals include **Jeff Hofheimer**, 8%; **Alan J. Hofheimer**, 7.5%; **Robert G. Hofheimer**, 8%; **Albert G. Hofheimer**, 7.5%; all having interests in **Visulite Theatres**, Norfolk, Va., and **Leon B. Back**, 2.5%, vice president and general manager, **Rome Theatres Inc.**, Baltimore. City priority status: Group B-4, No. 189.

WASHINGTON

SEATTLE—Mount Rainier Radio & Television Bcstg. Corp., vhf Ch. 7, ERP 316 kw [B•T, July 28]. See Mount Hood Radio & Television Bcstg. Corp. application at Portland, Ore. City priority status: Group B-4, No. 185.

WEST VIRGINIA

HUNTINGTON—Greater Huntington Radio Corp. (WHTN), vhf Ch. 13, ERP 242 kw [B•T, July 14]. **Biggs-Long Realty Corp.** is 99% owner of applicant, which in turn is owned by **Greater Huntington Theatre Corp.** President of all three firms is **A. B. Hyman**; first vice president and treasurer is **S. J. Hyman**; second vice president is **Jack S. Hyman**; secretary and assistant treasurer is **J. S. Silberstein**, and assistant secretary-treasurer is **Hazel M. Harer**. City priority status: Group B-4, No. 202.

WISCONSIN

GREEN BAY — Valley Telecasting Corp., vhf Ch. 6, ERP 55 kw [B•T, July 14]. **Elmer Reed Brennan** is vice president-14% owner and **Rolando Frederick Gran** is 14% owner of applicant. Mr. Brennan is northern district manager of **Standard Theatres Inc.** (owns chain of Wisconsin theatres), and Mr. Gran is one third owner of **Standard Theatres Inc.** and also has 50% interest in Milwaukee Area Telecasting Corp., TV applicant for Milwaukee; 5% interest in Lakehead Telecasters Inc., TV applicant for Duluth, and 22.4% interest in Greater Rockford Television Inc., TV applicant for Rockford, Ill. City priority status: Group A-2, No. 73.

MILWAUKEE—Milwaukee Area Telecasting Corp., vhf Ch. 12, ERP 316 kw [B•T, July 28]. **Loron E. Thurwachter** is vice president-10% owner and **Rolando Frederick Gran** is general manager-50% owner. Mr. Thurwachter is owner of **Park Theatre**, Waukesha, and Mr. Gran is one-third owner of **Standard Theatres Inc.** (owns chain of Wisconsin theatres). Mr. Gran also has 22.4% interest in Greater Rockford Television Inc., TV applicant for Rockford, Ill.; 14% interest in Valley Telecasting Corp., TV applicant for Green Bay, Wis., and 5% in Lakehead Telecasters Inc., TV applicant for Duluth. City priority status: Group B-4, No. 182.

HAWAII

HONOLULU — Royaltel, vhf Ch. 2, ERP 28 kw [B•T, June 9]. **Herman B. Rosen, Louis P. Rosen, Ralph Davis** and **Helen Speck** are each ¼ owner of applicant. Herman Rosen is general manager and Louis Rosen is vice president of **Royal Amusements Ltd.** (motion picture distribution and exhibition), and Mr. Davis and Miss Speck also are associated with Royal Amusements Ltd. Not subject to temporary processing procedure.

WTSA AUCTION

Aids Child Victim of Tragedy

WTSA Brattleboro, Vt. led a campaign which raised nearly $2,000 to aid a 4-year-old victim of a tragic accident.

Little Gary Smith of nearby Springfield, Vt., became locked in an abandoned ice box for eight hours Aug. 7. Last week he was still in a coma but doctors believed he would live. During the second week of Gary's coma, WTSA made plans for a Gary Smith Day. Merchandise was solicited to be auctioned. Records were played for $1 donations. Response was so great, WTSA reports, that the $1 record requests were played for an entire week.

Some WTSA staffers worked as much as 18-20 hours daily for three days when the drive was at its height. Among them were Phillips G. Terhune, station manager; Edward Somes, chief engineer; Larry Simth and Bud Hawkins, disc jockies, and Hal Shaw, program director.

DON BELL, KRNT Des Moines disc jockey, poses in full Indian dress just after a ceremony which inducted him into a Sac and Fox Indian tribe. The ceremony, at which Mr. Bell was given the name Wa Bi Ma Qua (White Bear), was a highlight of the annual Pow-Wow celebration of the tribe at Tama, Iowa.

ERNEST D. BLACK

Had Three Station Interest

ERNEST D. BLACK, 59, principal in three Georgia stations, died Sept. 6 after a short illness. He was president of WBML Macon and WRDW Augusta, and vice president of WDAK Columbus.

Mr. Black

Mr. Black was president of the company that founded WPDQ Jacksonville, Fla., a decade ago, later selling the property. He also was president of WCOS Columbia, S. C., until last spring when he sold his interest to Charles Pittman, his son-in-law.

A native Georgian, Mr. Black was active in state, civic and business affairs. He was president of Central Cotton Oil Co., Macon, and past-president of National Cottonseed Crushers Assn. Last year he was president of the Macon Chamber of Commerce.

PROMOTE RADIO

Stations Place BAB Ads

BAB officials reported last week some 125 radio stations were placing its radio-promoting advertisements in local newspapers, and that the number appeared to be growing at the rate of 15 to 20 stations a day.

This report came three days after BAB kicked off its unprecedented national paid-space radio-promotion campaign on Monday [B•T, Sept. 8].

Mats of the full-page ads which BAB placed in leading newspapers and business magazines are being made available to stations for placement in their local newspapers. Most of the stations which have requested these mats also are using the reprints which BAB has prepared for distribution over the stations' own signatures as mailing pieces, officials said.

They felt that all BAB member stations were participating in a third phase of the campaign—on-the-air promotion of radio as an advertising, information, and entertainment medium.

McCann-Erickson, New York, created and executed BAB's campaign, working directly with a bureau subcommittee headed by Louis Hausman, administrative vice president of CBS Radio.

KOL TO MOVE

New Site Near Transmitter

KOL SEATTLE will move its studios, offices and recording facilities, about Oct. 1, to 1100 W. Florida St., it was announced last week by Archie Taft Sr., president of the Seattle Broadcasting Co. The new location, still under construction, is near the station's transmitter.

At the new address, the station will have 4,000 sq. ft. of floor space, an increase over the present facilities in the Northern Life Tower, which KOL has occupied since 1928. In line with the change in programming started last spring and which emphasizes music, news and sports, KOL will install new turntables and a new record library, and will use 45 and 33 1/3 rpm records exclusively, Mr. Taft said.

WDUZ
ABC NETWORK
GREEN BAY, WIS.

BUTTERNUT COFFEE (BUCHANAN - THOMAS) NEWS SIX MORNINGS A WEEK WILL SOON START SIXTH YEAR.

BEN A. LAIRD, PRES.
CALL JOHN E. PEARSON CO.

PROTECT YOURSELF, your STAFF, your CLIENTS
from the daily hazard of
LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY
Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.
Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.
USE CAUTION — LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.
For details, write to the Pioneer in this line.
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

Postmaster Please Be Careful

(Continued from page 28)

efforts along these lines inadvertently created some difficulties both for ourselves and the postal department. Of course, we were careful not intentionally to violate or infringe upon postal regulations, but since some of the things we did with direct mail had never been done before, no rules existed either to guide or limit us. In at least one instance, a WIBW mailing resulted in the issuing of a new national postal regulation!

Window Envelope Used

As early as 1939, our agency suggested that one good way to make a mailing look worth opening was to give the addressee a glimpse of what it contained. Instead of using a window envelope in the conventional way, it was suggested that the window in the envelope could be placed directly over all or part of the gadget contained in the mailing. This idea was used on our January 1939, net mailing, and the envelope window showed the strip of net inside. The mailing proved very effective, and the window envelope was used in this way a number of times.

In May 1941, WIBW sent out a magnetic compass mailing, with an envelope which showed, through a small window in the upper left corner, the actual compass inside. Because of the bulk of the compass and the comparative fragility of the window, some handling difficulties were encountered by postal employes. The result was a new regulation: Windows in envelopes cannot be used for any purpose other than to show name and address of addressee, and must be located in the conventional address area.

In addition to inspiring a new ruling, we also learned that whenever a direct mail piece seems to present a mailing problem, it's a wise idea to make test mailings to the East and West Coasts and also to discuss our problem with postal authorities. Many times, these authorities have been exceptionally helpful in suggesting ways to solve such problems.

Another way we have used to arouse interest in opening a mailing is to imprint provocative copy on the envelope. In June 1945, we sent out a mailing which said, on the envelope, "WARNING to POSTMASTER. Contrary to BROADCASTING'S recent suggestion, THIS ENVELOPE DOES *NOT* CONTAIN a Brunette BATHING BEAUTY."

Actually enclosed was an 8½"x 11" sheet which reprinted a cartoon from BROADCASTING for May 21, 1945. The drawing by Sid Hix showed a postman about to deliver a curvacious, bathing-suited brunette to a startled and delighted advertising executive. The caption: "What'll those WIBW promotion people think of next!"

Another time a WIBW mailing comprised a pint fruit jar which contained a rolled printed message. To be sure that the corrugated package containing the glass jar went to the addressee and not to some lesser employe, the mailing label was printed to read:

"Mail Clerk, please see that this is delivered unopened to addressee."

Unfortunately, the post office interpreted our message, intended for the mail clerk of the recipient firm, to be a request not to open the package for postal inspection. The result was that many of the packages, intended for parcel post, were sent first class with some 40 or 50 cents postage due. Since the great bulk of the mailings was delivered to addressees without interference or extra postage due, the Third Assistant Postmaster General arbitrarily decreed that the post office was due about $500 extra in postage and billed WIBW accordingly. A personal trip to Washington finally was necessary to settle the matter, which was done happily, quickly and with all courtesy on the part of the Postmaster's office.

The teaser copy now used on the envelopes or labels of WIBW mailings generally reads: "Postmaster: Please handle carefully—There's a (name of gadget) inside." This message serves the double purpose of assuring careful handling and of encouraging the recipient to open the mailing. And, in addition, all mailings are clearly labeled, "Fourth class mail; may be opened for postal inspection if necessary."

While we were learning from our successes and our mistakes, the response to WIBW's direct mail program was at all times highly gratifying. No effort ever has or ever will be spared to make these mailings just as effective as we *can* make them, and a search for good usable gadgets is continuously carried on. All of us at WIBW and at The Carter Agency are "gadget conscious," and we examine and consider many possibilities for every one we finally select.

One example of this unrelenting effort to make our mailings thoroughly authentic and effective occurred in connection with an April 1939 mailing piece. The piece announced WIBW's new antenna. One of the big factors in the wide reception of WIBW's strong signal is the unusually fine ground conductivity in this area. To make the signal even stronger, WIBW's transmitter was located in rich loam on a farm in the Kaw River Valley. In order to dramatize this feature, an actual sample of the loam from the transmitter site was secured, placed in tiny boxes and used on the mailing. To get this loam, and to be dead sure that it was the actual loam itself, a member of the agency staff made a trip to the transmitter and personally shoveled the dirt into a burlap bag, loaded it into the car and returned it to Kansas City, where the loam was packaged.

Gadgets by the Hundreds

Literally hundreds of gadgets have been used by WIBW since the first mailing in 1937, and never have we repeated exactly the use of any gadget. If any item has been used once, it will not be used again *unless* it represents a new and different development in the same field. The gadgets that have been incorporated into WIBW's three-dimensional mailings have ranged from strips of asbestos to heads of wheat.

Some of the many items we've mailed out include: Cigarettes, chewing gum, fish hooks, hard boiled eggs, candy suckers, sewing kits, coffee measures, crochet hooks, pot holders, screwdrivers, windshield scrapers, lamb's wool utility pads, grapefruit spoons, teapot tiles, soap tissues, flower seeds, razor blade holders, Carborundum sharpening stones, plastic bowl covers, brass tacks, airmail labels—and even a wedding ring (imitation, of course).

Naturally some gadgets and some mailings have attracted more interest than others. We are particularly proud of the long-time pulling power of our yardstick mailing. This was an excellent-quality, varnished hardwood yardstick which went out in December 1940, and even today we get requests for extra yardsticks—requests we unfortunately are unable to fill.

The imitiation or miniature wedding ring wouldn't have a chance of getting on our mailing list today. Through experience we have learned that useful, usable gadgets are most appreciated and best remembered, and now a "must" for all items selected by WIBW is usefulness. A few of the gadgets, like the yardstick, are imprinted with the name of the station. Many of them bear no identification as to source, but the selection of useful gadgets helps assure that the name of WIBW will be remembered by timebuyers, and naturally that's a primary consideration with us.

During the past four and a half years, records have been kept of the number of requests for "extra" gadgets. We feel that this helps to measure the interest in our campaign, and we also feel that the results have shown this interest to be high. Over the four and a half year subject period, the people on our highly selective national mailing list of 2,200 to 2,300 names have returned to us a total of 6,663 reply cards and we have sent out 37,305 gadgets in answer to these requests for "extras." That figure, of course, excludes the number of gadgets used in the initial mailings.

The breakdown into yearly totals shows a definite increase in 1951, but otherwise there hasn't been too much fluctuation:

Year	Total Cards	Total No. Gadgets Requested	Average Cards Per Mailing	Average Gadgets Requested Per Mailing
1948	1,135	6,315	162	902
1949	1,655	9,827	236.5	1,407
1950	1,399	6,482	233	1,080
1951	1,947	11,476	324.5	1,913
*1952	526	3,181	191	1,133.5

*Total—to date, including returns on the third of six mailings.
Avg.—first two mailings, only.

The 1951 increase in returns can be traced to two mailings in particular—a plastic snack tray and a Christmas Carol Book. We had 393 reply cards requesting 1,287 extra plastic snack trays. With the late-November Christmas Carol Book mailing, however, we really beat our own record: There were 752 cards returned, asking for 4,932 extra books, and we distributed an additional 1,000 books on request in Topeka and Kansas City, where our affiliate station, KCKN, is located.

The Christmas Carol Book was sent to the usual list but was a

FARMERS

Prefer WIBW because we've served their interests for 25 years. WIBW is the farm station for Kansas and adjoining states.

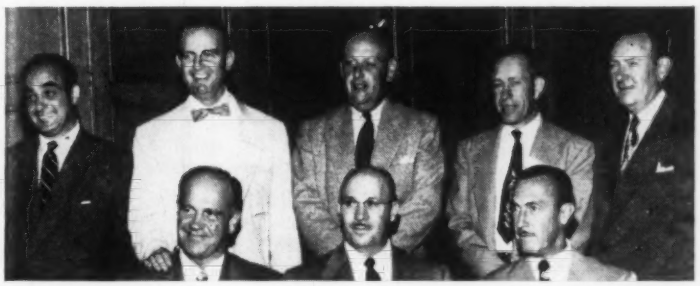
WIBW The Voice of Kansas in TOPEKA

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 West Fourth Street, New York 14, N. Y



ATTENDING NARTB District 15 meeting are seated (l to r) Lloyd Yoder, general manager, KNBC San Francisco; Glenn Shaw, general manager, KLX San Francisco, and NARTB District head, and William Pabst, general manager, KFRC San Francisco; standing (l to r) are Vince Francis, general manager, KGO-TV San Francisco; David McKay of KOLO Reno and KORK Las Vegas, Nev., and KGYW Vallejo, Calif.; Arthur M. Arlet, West-Marquis Agency and San Francisco Ad Club president; Sheldon Anderson, KCOK Tulare, and Charles W. Collier, Ad Assn. of the West.

ASSEMBLED in the Mark Hopkins Hotel for the Northern California NARTB District 15 meeting are (l to r) Knox LaRue, KONG Visalia; David H. Sandberg, Avery-Knodel Co.; Clem Randau, KXOB Stockton; Lewis Tee Garden, Standard Radio; James Connolly, vice president, ABC, San Francisco; Jock Fearnhead, general manager, KYA San Francisco, and Alfred Crapsey, KNBC San Francisco.

THESE seven broadcasters also were on hand at the NARTB District 15 meeting. They are (l to r) Philip Lasky, general manager, KPIX (TV) San Francisco; Jack Frost, RCA Hollywood; Arthur Hull Hayes, manager, KCBS San Francisco; Lindsey Spight, vice president, Blair-TV; Paul R. Bartlett, KFRE Fresno; Otto Brandt, KING-TV Seattle, and John Ross, head, John Ross Agency, San Francisco.

combination mailing for both WIBW and KCKN. A Christmas Carol book had been used by WIBW and KCKN in 1946, and the continued frequent requests for extras (four years later) determined us to use a similar approach again.

For our 1951 mailing we followed our policy of never repeating, exactly, any previous mailing by securing a Christmas Carol book of a different format, larger and more complete in its selections.

Other gadgets that have pulled well in our mailing include: Silverplated butter spreaders, plastic coasters, plastic light cord pulls, window scrapers, razor-knives, egg timers, biscuit cutters and plastic salt and pepper shaker sets.

Integrated with our continuing campaign of three-dimensional mailings has been a yearly and sometimes semi-yearly report on the listening habits of the Kansas radio audience. The first such book, "Kansas Radio Facts," was issued in 1937, the year our campaign began.

These impartial surveys are conducted by Dr. F. L. Whan of the U. of Wichita, who this year is presenting the 16th annual survey of the Kansas radio audience. The importance of usefulness in direct mailings is forcefully illustrated by the big demand for these outstandingly popular surveys.

To sum up, we've had a lot of fun with the usual incidents that have happened since we began our three-dimensional direct mailings. We enjoy and value the friends we've made. We're proud of the "fan mail" the mailings have brought us, and we appreciate the national recognition that has come to us for this campaign. Six times WIBW has received major awards for yearly phases of the campaign —most recently when the National Advertising Agency Network gave the May 1951-May 1952 WIBW campaign a high award in its national competition.

But the primary purpose of any kind of advertising is, of course, to get sales results, and without such results we would not have been justified in continuing the campaign. I'm happy to say that our direct mail campaign has played an important part in achieving for WIBW a proved nationwide acceptance among its trade. Our sales representatives continually report to me that this advertising has helped them substantially in landing important specific new accounts, and in renewing contracts.

For all these reasons, you can expect to keep on seeing on your desk those envelopes and packages with the familiar words, "Postmaster, Please be careful. There's a Real *WIBW Gadget* Inside!"

Registration for NARTB District 15 (Calif., Hawaii, Nev.)

Held at San Francisco, Calif., Sept. 4-5 [BoT, Sept. 8]

[*Dist. 16 registration on page 105*]

Adler, Arthur, KWSD Mt. Shasta; Anderson, Sheldon, KCOK Tulare and KYNO Fresno; Arnoux, Campbell, Television Board, NARTB; Baziuk, Walter L., KERN Bakersfield; Bartlett, Paul R., KFRE Fresno; Brandt, Otto, KING-TV Seattle, Wash.; Brown, Thad H., director of TV, NARTB; Chenault, L. E., KYNO Fresno; Collins, Keith, KFBK Sacramento; Crapsey, Alfred, KNBC San Francisco; Doherty, Richard P., director, Employer-Employe Relations, NARTB.

Engstrom, G. L., O'Neill Television, Fresno: Fellows, Harold E., President, NARTB; Fearnhead, Jock, KYA San Francisco; Fisher, C. H., KUGN Eugene, Ore.; Good, Phil, KCNO Alturas; Greene, D. M., KSTN Stockton; Grant, Charles, KDON Santa Cruz; Hallowell, Nolan, KSUE Susanville; Hardy, Ralph W., director, Government Relations, NARTB; Harris, David, KWG Stockton; Hauser, Carroll R., KHUM Eureka; Hibdon, Milt, KBOX Modesto; Kees, Hewitt M., KOH Reno, Nev.; Knowlton, Ann., KDON Santa Cruz.

La Rue, Knox, KONG Visalia; Leake, Paul, KROW Oakland; Mallory, Charles, KSJO San Jose; McClung, Mrs. Hugh, KYOS Merced; McKay, David, KOLO Reno, Nev.; MacLeod, Don, KATY San Luis Obispo; Marquardt, M. F., World Broadcasting System; Myers, Robert J., DuMont Labs.

O'Neill, J. E., O'Neill Television, Fresno; Pabst, William, KFRC San Francisco; Randau, Clem, KXOB Stockton; Ricketts, Leo, McClatchy Broadcasting Co.; Sanford, William, KMJ Fresno; Schacht, Jack, KMOD Modesto; Shaw, Glenn, KLX Oakland; Stoddard, Bob, KATO Reno, Nev.; Stubblefield, William T., director, Station Relations, NARTB; Stuelpnagel, Bud, KYOS Merced.

Theodore, Charles, O'Neill Television, Fresno; Treynor, William K., Station Relations, NARTB, San Francisco; Vause, C. R., KLX Oakland; Weis, Pierre, World Broadcasting System; Westlund, Art; KRE Berkeley; Woody, M. F., KYOS Merced; Yoder, Lloyd, KNBC San Francisco.

WEEKLY quarter-hour *Well at Work*, heard on CBS Pacific Radio Network, is dramatized story of medicine in industry and prepared by American Medical Assn.

THE LATEST WCKY STORY

MAKE YOUR ADVERTISING A HIT IN CINCINNATI

On WCKY's Daily Hit Parade 6:15-7 PM with Nelson King

More Cincinnatians listen to the Daily Hit Parade than to any other program at this time.

For the largest audience at the lowest cost—BUY WCKY

WCKY CINCINNATI

Key to a $6 Billion Market

WFIL

560 kc.

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

DETAILS on how merchandising at NBC works have been outlined in a promotion brochure featuring "'Mike'—your happy salesman, the symbol of NBC's new Merchandising Department." Biographical sketches of those in NBC's field force are included along with a map of the network's merchandising districts.

TOTEM POLE PROMOTION

NEW four-color, double-fold promotion piece has been issued by MBS to agencies and advertisers. Again featuring the "Plus Network" theme, folder displays a totem pole design with emphasis on both "high man" and "low man" symbolizing high radio listening leadership and low cost.

MRS. CONNECTICUT CHOSEN

TWO month campaign culminated last week with the selection of Mrs. Joan Parrella as "Mrs. Connecticut of 1952." Contest was sponsored by WICC Bridgeport, Conn., and Lenox Jewelers in that city. Several spots per day were purchased on WICC by the jewelry concern, followed by a plug for the contest. A small calling card with the inscription "It's the talk of the town! WICC Mrs. Connecticut Contest sponsored by Lenox Jewelers" was enclosed with every piece of mail going out of the store and station.

There's More SELL on . . .

WRNL

RICHMOND VIRGINIA
910 KC — 5 KW
ABC AFFILIATE

NATIONAL REP.— EDWARD PETRY & CO., INC.

programs promotion premiums

ALL ABOARD

MORE than 1,300 people were aboard WGAR Cleveland's "Fair Train Special" on Sept. 9 for a trip to Columbus to join in the third annual Northern Ohio Day, according to station reports. WGAR offered special half-fare and free admission to the fair in on-the-air promotion preceding the event, which also served as a farewell party for farm director Bob Smith. Mr. Smith now is associated with the Ohio Shorthorn Breeders Assn.

MUSIC COURSE

MUSIC course for public school teachers will be offered by WQXR New York in cooperation with its parent, *The New York Times*, beginning Sept. 24 in New York Times Hall. Abram Chasins, music director at the station, will serve as moderator for 15 weekly lectures to be delivered by guests prominent in the music field.

UHF CLARIFIED

ANSWERS to many of the public's questions about UHF were given in a full-page newspaper ad that appeared in Denver fortnight ago. Ad was run as a public service by Raytheon TV with inquiries directed to Contractor's Heating & Supply Co., distributor of firm's sets in that area. Copy gave rules to be followed as guides to better TV buying and explained UHF in layman's language.

CORN PICKING CONTEST

MECHANICAL corn picking contest will be sponsored by WGN Chicago in cooperation with the Bloomington-Normal Junior Chamber of Commerce on Oct. 11 at Brokaw Farm near Chicago. Contest, station reports, is expected to draw 40,000 persons. Trophies, cash prizes and merchandise will be awarded to the winners. The station has designated Oct. 11 as "Corn Harvest Day" and will feature farm-themed programs, some of which will originate at the contest scene.

NEW TALENT

YOUNG St. Louisans with musical talent will be given a chance to perform on radio on a program planned by WEW St. Louis. *Stepping Stones to Stardom*, scheduled for airing each Saturday, will feature boys and girls 18 years of age or younger. Five contestants will compete weekly for five weeks. Winners of each contest will meet on the sixth program when a winner will be selected. Music teachers have been asked to serve as judges.

WBEL STREAMERS

STREAMERS bearing WBEL Beloit, Wis., call letters are being carried on 1,000 cars and trucks in the outlet's listening area, according to the station. A safety slogan, endorsed by WBEL, is used on the streamers with police, trucking companies, taxicabs and filling stations cooperating to get the streamers attached to car bumpers.

'FOREMAN TOM' CONTEST

WITH six bicycles as incentive, Milwaukee youngsters took time out from summer vacations to write letters on the meaning of the pledge taken by members of the "Foreman Tom B Square Ranch Club," an activity of *Foreman Tom* program on WTMJ-TV Milwaukee. Three boys and three girls bikes were awarded to the six children who submitted the best letters.

PROMOTION ON INCOME

LATEST promotion brochure released by WOWO Ft. Wayne, Ind., concentrates on the fact that "the average man in WOWO-Land earns an income far above the national average." Claim is backed up with statistics on incomes in the station's market and points to advantages of reaching a "well heeled" audience through WOWO. Booklet also features reprints of WOWO newspaper ads and billboard displays.

WLW WINS CONTEST

WINNER of a promotion-publicity contest held this summer among stations over 5 kw which carry Pure Oil Co.'s *News Time* program is WLW Cincinnati. A wall plaque praising WLW's campaign on behalf of the oil company's "Name the Old Cars, Win a New Car" contest has been sent to the station.

CANADIAN TV SALUTE

TWO-WAY phone interview between Albany and Montreal was arranged by WPTR in the former city as a salute to the baby Canadian TV industry on Sept. 6. Roger Stevens, news editor at the station, talked with CBC executive Aurele Seguin, who commented on the future of the industry in Canada. Recording was aired on Mr. Stevens' noon newscast.

RADIO GOES TO FAIR

RADIO entertainment was brought to the Stanislaus District Fair by KMOD Modesto, Calif., last week with an hour long show which was the feature attraction each evening. Participants for the performance were selected from the audience. Station reports that nearly 5,000 persons witnessed each broadcast and the experiment was so successful that the fair board has contracted with KMOD to produce a similar show for the next four years.

'MYSTERY TUNE' SHOW

FEATURING a "mystery tune" and certificates for merchandise for correct answers, *Beat the Band* was aired for the first time Sept. 1 on WLAW Boston. Listeners will be quizzed by telephone during the daily program. Merchandise awards will be given to listeners whose correct identifications of the "mystery tunes" are first received by mail.

PUBLIC SERVICE SCHEDULE

ARRANGEMENTS have been completed by WHLI Hempstead, L. I., with schools and major industrial firms on Long Island to broadcast public service announcements this fall and winter. In the event of bad weather, the station will carry "No School Today" announcements when requested and also notices to industrial plant employes if plants are forced to close.

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

WOKE SPECIALS

Station Has Busy Week

CREWS from WOKE Oak Ridge, Tenn., were more than slightly busy during the last week of August.

From Aug. 27 through Aug. 30, WOKE crews were gyrating between the Woodland Shopping Center in Oak Ridge and the Anderson County Improvement Fair in nearby Clinton, Tenn. During that time, WOKE aired a total of 7¾ hours directly from the shopping center and 6½ hours from the fair.

Some 5,000 shoppers filed through the new center between 7-9 p.m. Aug. 27, day of the formal opening. And fair officials are so pleased with radio results that already they are planning a WOKE-Fair promotion for next year.

WSB APPROVES

Wage Boost at Stations

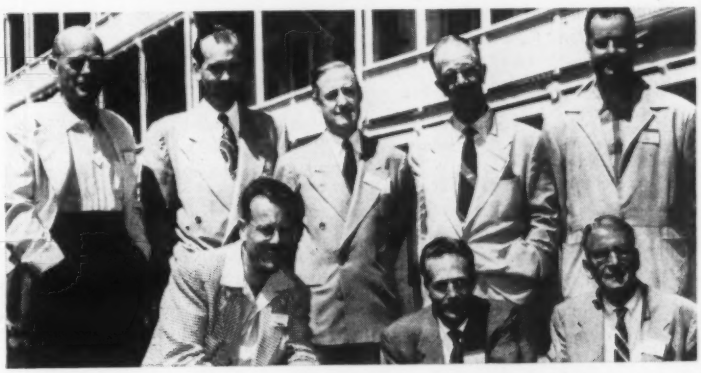
AMERICAN Federation of Radio Artists' contracts with KWKW Pasadena, KLAC Hollywood and KBIG Avalon, calling for salary increases above the normal percentages for staff announcers, were approved last week by the Wage Stabilization Board.

Retroactive to May 1, minimum weekly salaries for announcers at KWKW were raised from $78.75 to $83; at KLAC from $90 to $97.50, and a flat $90 wage was established at KBIG, which started operations June 1.

Westinghouse Plant

WESTINGHOUSE Electric Corp.'s new electronic tube plant and division headquarters at Elmira, N. Y., has been completed, E. W. Ritter, vice president in charge of the Electronic Tube Div., announced last week. The plant, on a 114-acre tract, houses headquarters executive offices, engineering laboratories, two separate manufacturing areas, warehousing and shipping facilities. Of steel, brick and concrete, it is fireproof and covers 365,000 square ft.

ALBERT J. JOHNSON (r), KOY Phoenix, NARTB District 16 director, is welcomed to the Coronado, Calif., meeting by these San Diegans (l to r) Howard L. Chernoff, KFMB-AM-TV; Charles E. Salik, KCBQ; Mayor John Butler; Thomas E. Sharp, KFSD, and Rear Adm. John Roper, commandant, 11th Naval District.



OTHERS who attended the NARTB District 16 meeting were (front row, l to r) Robert J. McAndrews, KBIG Avalon; Norman Ostby, Don Lee Broadcasting System, Hollywood, and Lincoln Simonds, Weed & Co., Hollywood; back row, Lee Little, KTUC Tucson; Norman Nelson, Southern California Broadcasters Assn.; Charles E. Hamilton, KFI Los Angeles; Phil Hoffman, KECA-TV Los Angeles, and A. E. (Gene) DeYoung, KERO Bakersfield.

Registration for NARTB District 16
(Ariz., Calif., Nev.)
Held at Coronado, Calif., Sept. 8-9

Dist. 16 story, page 48; Dist. 15 registration on page 103

Arnoux, Campbell, WTAR-TV Norfolk, Va.; Best, Bill, UP Assns., Los Angeles; Brown, Thad H., managing director, Television Operations, NARTB, Washington, D. C.; Chernoff, Howard L., KFMB-AM-TV San Diego; Cox, Jim, West Coast representative, BMI, Hollywood; DeYoung, Gene, KERO Bakersfield; Doherty, Richard P., director, Employe - Employer Relations, NARTB, Washington; Fellows, Harold E., president, NARTB, Washington; Fowler, Clinton H., KGER Long Beach; Gamble, Joseph E., KCMJ Palm Springs; Glickman, David, BROADCASTING • TELECASTING, Hollywood; Hardy, Ralph W., director, Government Relations, NARTB, Washington; Hamilton, Charles, KFI Los Angeles; Haverlin, Carl, president, BMI, New York; Hoffman, Phil, KECA-TV Hollywood.

Johnson, Albert, KOY Phoenix; Jones, Kenneth K., director, Radio-TV, San Diego State College; Keavy, Hub, AP, Los Angeles; King, Peter J., SESAC Inc., Los Angeles; Knight, Mark, AP, San Francisco; Langlois, Cy, president, Lang-Worth Inc., New York; Little, Lee, KTUC Tucson; Marquardt, Maynard, western manager, World Broadcasting System, Hollywood; Mathews, Joseph, manager, Weed & Co., San Francisco; McAndrews, Robert J., KBIG Avalon; Myers, Hobby, KFMB San Diego; Myers, Robert, sales representative, Allen B. DuMont Labs., Hollywood; Nelson, Norman, Southern Calif. Broadcasters Assn., Los Angeles.

Ostby, Norman J., vice president, Don Lee Broadcasting System, Hollywood; Paul, Sol, BROADCASTING • TELECASTING, New York; Phillips, Harper M., KVOA Tucson; Purcell, Bob, KTTV (TV) Hollywood; Redfield, Frank P., KIFN Phoenix; Salik, Charles E., KCBQ San Diego; Sampson, Richard T., KXO El Centro; Schamblin, Leo A., KPMC Bakersfield; Sharp, Thomas E., KFSD San Diego; Shoemaker, Lisle F., KFMB-AM-TV San Diego; Simonds, Lincoln P., Pacific Coast manager, Weed & Co., Hollywood; Smith, Lester M., Blackburn-Hamilton Co., San Francisco; Smith, Calvin J., KFAC Los Angeles; Smucker, Ray, KYUM Yuma; Stubblefield, William L., director, Station Relations, NARTB, Washington; Tatum, Donn B., director, Western Div., ABC-TV, Hollywood; Treynor, William K., Station Relations, NARTB, San Francisco; Walker, F. R., district sales manager, broadcast equipment, General Electric Co., Los Angeles; Weis, Pierre, sales manager, World Broadcasting System, New York; Wallace, Tom, KTKT Tucson.

NPA STATUS

Future Is in Doubt

STATUS of the National Production Authority, the operating agency which doles out materials for radio-TV station construction and set production, hung in the balance last week.

There was speculation that the agency may be de-emphasized, with lesser or subordinate roles for electronics and other claiment groups within NPA held out as a possibility in the event of a mobilization realignment. There may be no action, however, until after the election. Except for the steel strike, broadcasters and manufacturers have found materials in growing supply.

Speculation arose following the appointment of Henry H. Fowler as new director of the Office of Defense Mobilization. He will continue as chief of the Defense Production Administration, which functions on the same level with NPA but with perhaps greater policy responsibility. A new NPA administrator will be chosen. Mr. Fowler will serve until Dec. 31.

Possibility that NPA would be merged with the Dept. of Commerce was given some credence. In that eventuality, realignment would give NPA a bureau status within the Commerce Dept. and imply a reduction of information and other personnel already instituted because of congressional fund cuts.

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HENNOCK URGES

Local Action in L. A. Talk

ACTION of the FCC in reserving the 242 non-commercial educational TV channels will not of itself bring educational television to the American people, FCC Comr. Frieda B. Hennock last Monday told members of the Los Angeles Educational Television Committee.

Speaking at a meeting called by the U. of Southern California's Allan Hancock Foundation, which was granted UHF reserved Channel 28 [B•T, Sept. 1], Comr. Hennock said the university's UHF station planned in Los Angeles "may yet become the first educational station to commence regular operations."

"In any event, it will likely be the first educational television station in the UHF band to go on the air," she said.

Although the FCC has reserved educational channels, "only local action on the city, county or state level directed toward the actual building of these stations as soon as possible can realize that opportunity and spread their benefits throughout each community," Comr. Hennock said.

Calling TV "a veritable treasure chest for education," she said video is likely to become the ultimate mass medium of communications. "For TV is a synthesis of radio, the press and the film; yet it is superior to each and all of them."

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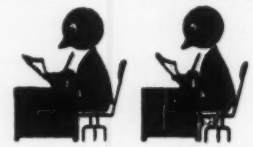

SEPT. 5 THROUGH SEPT. 12

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp. synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 111.

September 5 Applications . . .

ACCEPTED FOR FILING

License for CP

WQAM-FM Miami—License for CP, as mod., which authorized new FM.

WCRL Oneonta, Ala.—License for CP which authorized new AM.

WNCA Siler City, N. C.—License for CP, as mod., which authorized new AM.

Change Transmitter Type

KJNO Juneau, Alaska—Mod. CP, as mod., which authorized new AM, to change type of trans.

Extension of Completion Date

KBMY Billings, Mont.—Mod. CP, as mod., which authorized change in frequency, power, trans. and studio location, for extension of completion date.

WBEN-FM Buffalo—Mod. CP as mod., which authorized new FM, for extension of completion date to 12-31-52.

Approval of Studio Location

WKMT Kings Mtn., N. C.—Mod. CP which authorized new AM for approval of ant., trans. and studio location as State Hwy. 161, near Kings Mtn., N. C.

AM—910 kc

KLCN Blytheville, Ark.—Mod. CP, which authorized change in frequency, to increase power from 1 to 5 kw.

AM—1220 kc

WKMT Kings Mtn., N. C.—Mod. CP, as mod., which authorized new AM, to increase power from 500 w to 1 kw.

Renewal of License

Following stations request renewal of license:

WKRG Mobile, Ala.; KFRE Fresno, Calif.; KTRB Modesto, Calif.; KGO San Francisco; WCBM Baltimore, Md.; WBMD Baltimore; WATC Gaylord, Mich.; WKBZ Muskegon, Mich.; WKDN Camden, N. J.; WJZ New York; WNBC New York; WGTL Kannapolis, N. C.; WHLM Bloomsburg, Pa.; WCPA Clearfield, Pa.; WHWL Nanticoke, Pa.; WEDO McKeesport, Pa.; WAPA San Juan, Puerto Rico; WESC Greenville, S. C.; KSFA Nacogdoches, Tex.; KOPP Ogden, Utah; WCAV Norfolk, Va.

Change Antenna Height

WPRO-FM Providence, R. I.—CP to change ant. height above average terrain from 450 to 458 ft., change ant. type and ant. system to accommodate proposed TV construction.

TENDERED FOR FILING

Request SSA

WCHO Washington Court House, Ohio—SSA to operate on unl. Sept. 19, Oct. 10 and 17 and Nov. 4.

September 8 Applications . . .

ACCEPTED FOR FILING

Requests Name Change

KAGH Crossett, Ark.—CP to change from 1240 kc, 100 w to 1340 kc, 250 w. AMENDED to change name of applicant to Fleet Inc.

Request SSA

WCHO Washington Court House, Ohio—SSA to operate unl. Sept. 19, Oct. 10 and 17 and Nov. 4 to broadcast games and election returns.

Extension of Completion Date

WWOL-FM Buffalo—Mod. CP, as mod., which authorized new FM, for extension of completion date.

KANU Lawrence, Kan.—Mod. CP, as mod., which authorized new non-commercial station, for extension of completion date.

WTCN-TV Minneapolis—Mod. CP which authorized changes in existing station, for extension of completion date to 12-1-52.

WRSW Warsaw, Ind.—Mod. CP, as mod., which authorized new AM for extension of completion date.

WNEW New York—Mod. CP, as mod., which authorized changes in existing AM, for extension of completion date.

License for CP

KDSX Denison, Tex.—License for CP, as mod., which authorized change in frequency; decrease in D power; change from D to unl.; and installation of DA-DN.

WWOC Manitowoc, Wis.—Mod. CP as mod., which authorized new AM, for extension of completion date.

Renewal of License

Following stations request renewal of license:

WMGY Montgomery, Ala.; WJAT Swainsboro, Ga.; KWPC Muscatine, Iowa; WDBC Escanaba, Mich.; KUOM Minneapolis; KBOA Kennett, Mo.; KWRE Warrenton, Mo.; WCEC Rocky Mount, N. C.; WHIZ Zanesville, Ohio; WIAC Santurce, Puerto Rico; KURV Edinburg, Tex.; WFMY-TV Greensboro, N. C.; WKZO-TV Kalamazoo, Mich.

TENDERED FOR FILING

AM—1450 kc

KPLT Paris, Tex.—CP to change frequency from 1490 to 1450 kc.

APPLICATION RETURNED

KTRY Bastrop, La.—RETURNED application for renewal of license.

September 9 Decisions . . .

BY BROADCAST BUREAU

Extension of Completion Date

WNEW New York—Granted mod. CP for extension of completion date to 12-15-52; conditions.

AM—1150 kc

WCEN Mt. Pleasant, Mich.—Granted license covering increase in power, installation of new trans. and DA-N, new vertical ant. and ground system and change in hours of operation.

Change Studio Location

WPNX Phenix City, Ala.—Granted license to change studio location.

WJLD Homewood, Ala.—Granted license covering change in trans. and studio locations and installation of new trans.

License Granted

WTUS Tuskegee, Ala.—Granted license for AM 580 kc 500 w-D.

Change Antenna System

WHFC Chicago, Ill.—Granted license covering changes in ant. system.

Daytime Power Increase

KBUC Corona, Calif.—Granted license covering increase in D power: 1370 kc 500 w, 1 kw-LS, DA-N, unl.

Change Name

WOW-AM-TV Omaha, Neb.—Granted mod. licenses to change name to Meredith WOW Inc.

Modification of CP

WSSC Sumter, S. C.—Granted mod. CP for approval of ant. trans. and main studio location; conditions.

Extension of Completion Date

WCAM Camden, N. J.—Granted mod. CP for extension of completion date to 11-15-52.

September 10 Decisions . . .

ACTIONS ON MOTIONS

By Comr. E. M. Webster

WATM Atmore, Ala.—Granted petition to accept late appearance in proceeding upon application.

Azalea Bcstg. Co., Mobile, Ala.—Granted petition to accept late filing of notice of intention to appear in proceeding re application.

Mid-Continent Television Inc., Wichita, Kan.—Granted petition to amend application to specify Ch. 10 in lieu of Ch. 3; bring up to date certain financial information concerning applicant; modify programming and submit two amendments to Articles of Incorporation. On Commission's own motion, application removed from hearing docket.

Mt. Scott Telecasters Inc., Portland, Ore.—Granted petition to amend application to change minimum hours of operation, location of main studio, and other minor changes due to typographical errors.

Chief, Broadcast Bureau—Granted petition for extension of time from Sept. 8, 1952, to and including Sept. 22, 1952, to file exceptions to Intitial Decision re application of KWBR Oakland, Calif.

Aladdin Radio & Television Inc., Denver, Col.—Granted petition to amend application to specify conventional ant.; revise engineering data to increase ERP from 72.5 kw to maximum of 316 kw; increase ant. height from 928 ft. to 1,006 ft.; specify changes in officers and directors of corporation; set forth minor changes in financial data; increase number of hours of operation.

By Hearing Examiner James D. Cunningham

Aladdin Radio & Television Inc., Denver Television Co., KMYR Bcstg. Co., Metropolitan Television Co., Denver, Col.—Notice is given that prehearing conference will be held in Room 2232, New Post Office Building, Washington, D. C., beginning at 2:00 p.m.,

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Mon., Sept. 15, 1952, on applications in this proceeding for purpose of considering procedure to be followed in hearing; necessity or desirability of simplification, clarification, amplification, or limitation of issues; possibility of stipulating facts and limiting number of witnesses; necessity or desirability of prior mutual exchange of exhibits among parties.

By Comr. E. M. Webster.

The Brush-Moore Newspapers Inc., Canton, Ohio—Granted petition for authority to take depositions in proceeding re application.

Mt. Hood Radio & Television Bcstg. Corp., Portland, Ore.—Granted motion to take depositions, and supplemental motion to take depositions in proceeding re application.

Pioneer Bcstrs. Inc., Portland, Ore.—Granted motion for order to take de-

(Continued on page 111)

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Help Wanted

Managerial

CBS affiliate in excellent but small highly competitive market in West. Compensation, good base salary plus liberal share of earnings. Write in full giving references and experience. Box 415R, BROADCASTING • TELECASTING.

Salesmen

CBS station in highly competitive Southeastern city will add one salesman to present staff. Remuneration on commission basis with adequate draw. Write in full giving references and experience. Box 410R, BROADCASTING • TELECASTING.

Salesman wanted immediately, single market money-maker. Livewire. $300. to $600. month salary plus commission. Air mail photo, experience KPRK, Livingston, Montana.

Wanted—Experienced local sales manager for 250 watt radio station in Southeastern New Mexico. Must be male with car. Salary according to ability. Will work with continuity chief. Immediate opening. Write to Dave Button, KSVP, Artesia, New Mexico.

Experienced salesman, independent station, salary or draw, WGAT, Utica, N. Y.

Announcers

Florida coast station. Need two combination men. Both must be heavy on announcing that sells. Send tape or disc, experience record, references, first letter. $80. for 44 hours. Box 900P, BROADCASTING • TELECASTING.

Announcer, experienced all phases. Good personality, ability to ad-lib commercials on DJ show. Morning shift. Good pay. Pa. daytimer. Box 277R, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Must have top announcing ability. CBS station in Southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Box 319R, BROADCASTING • TELECASTING.

Combination announcer-engineer. First class ticket. Permanent position Western Pennsylvania. Write Box 326R, BROADCASTING • TELECASTING.

Wanted—Network calibre announcer, must be really good announcer with first class radiotelephone license. Starting salary $100.00 per 35 hour week. Position permanent even should FCC relax first class license requirement. Pennsylvania station. Write Box 358R, BROADCASTING • TELECASTING.

Wanted—A good morning man who can do hillbilly and popular and also do race program in the afternoon. Good setup for a good man with a Southern station. Send audition, references, experience and salary expected. Write Box 376R, BROADCASTING • TELECASTING.

Experienced announcer wanted by Minnesota station. Must be able to type and own car. Good salary. Good opportunity for right man to earn extra money selling. Box 380R, BROADCASTING • TELECASTING.

Wanted immediately—announcer-engineer with first class to work in 250 watt network station in Southeastern New Mexico. Good salary depends on experience and ability. Box 385R, BROADCASTING • TELECASTING.

Three combination men, daytime, new station, Morrilton, Arkansas, opening November. Box 390R. BROADCASTING • TELECASTING.

Newsman, single. To write local news and be featured local news commentator. Narrator-style voice. Promotional build-up. Ohio. Box 433R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer with first phone, emphasis on announcing. 5 day, 35 hour week. 40 miles from New York City. Kilowatt. Send all. Box 417R, BROADCASTING • TELECASTING.

Wanted—Hillbilly DJ-announcer at 250 watt East Central network affiliate. Rush audition, complete information. Box 424R, BROADCASTING • TELECASTING.

Personality DJ, chuckle-provoking ad-lib, zany, trick—" cue-ins", character voices—impersonations. Single. Ohio. Box 434R, BROADCASTING • TELECASTING.

Operator-announcer with first phone. Announcing experience essential. KPOA, Honolulu.

1000 watt Mutual affiliate offers chance for advancement to announcer-salesman. $70. week plus 20% commission. Livewire can earn $150.-$200. a week. First class license desired but not required. No TV competition. Please do not send returnable material or discs. Write William T. Kemp, KVWO, Box 926, Cheyenne, Wyoming.

Four combo men. Two needed immediately . . . two within ninety days, for new radio station in central Michigan. No experience necessary, just voice. Here's your chance with kilowatt, full-time NBC affiliate. Sixty dollars for forty-four hours, increase with experience. Call or write WCEN, Mt. Pleasant, Michigan.

$300 per month to good combination man for evening shift. ABC station 37 hour week, 1½ for all over 40, WGYV, Greenville, Alabama.

Wanted—Versatile, experienced staff announcer for permanent position. Send background, service record, tape or disc audition and recent photo to William Winn, WJOC, Jamestown, N. Y.

Wanted—Staff announcer for 250 watt independent. Send audition and letter to WJPD, Ishpeming, Michigan.

Wanted—Announcer with first class phone ticket. Salary commensurate with ability. Opportunity to attend Mississippi State College on off hours. Joe Phillips, Manager, Radio Station WSSO, Starkville, Mississippi.

Technical

First class engineers needed. $60.00 for 40 hours starting salary, time and one-half for overtime. Transmitter and control room operation, no announcing. Insurance, hospitalization, paid vacations. Experience desirable but not necessary. Southwestern regional station, TV applicant. Include snapshot with application. Box 293R, BROADCASTING • TELECASTING.

Chief engineer wanted for North Carolina daytime station. No announcing. Box 357R, BROADCASTING • TELECASTING.

Chief engineer, Virginia station. Starting salary, $100.00 per week. Personal interview necessary. Reply Box 398R, BROADCASTING • TELECASTING.

Wanted—First class operator with or without experience. Box 435R, BROADCASTING • TELECASTING.

Virginia kw needs engineer. State minimum salary expected. Box 436R, BROADCASTING • TELECASTING.

Chief engineer AM and expanding TV station. Send complete details technical and administrative experience, salary, recent snapshot. Address T. G. Morrissey, KFEL, Denver, Colorado.

Excellent opportunity for engineer. Top salary if qualified chief and or can handle announcing duties. Immediate opening. Permanent position. Call or write KXAR, Hope, Arkansas.

Help Wanted (Cont'd)

Need first class engineer for transmitter. $50 for 40 hours. Time and half overtime. Write Ed McLeod, Chief Engineer, WCBT, Roanoke Rapids, N. C.

5000 watt fulltime NBC station in city of 15,000 needs capable engineer to handle regular transmitter shift. Absolutely no application from drunkards or floaters. Should have transportation facilities. Prefer applicants who have worked in or lived in Kansas or adjacent state area. Call, wire or write short letter stating salary requirements, marital status and extent of experience plus references. Address application to Grover Cobb or Chester Wallack, KVGB, Great Bend, Kansas.

First class engineer for station now constructing new studios and 5000 watt directional. Pleasant working conditions. Permanent. $60.00 week plus hospitalization. WGGA, Gainesville, Georgia.

New York regional station, directional antenna, has opening for a good engineer. Car necessary. Write WINR, Binghamton, N. Y. for interview. TV planned.

Engineer-announcer. Starting salary $70.00 per week, WIRB, Enterprise, Alabama.

Wanted—First class engineer. Control board. Experience necessary. WKRM, Columbia, Tennessee.

Combination engineer-announcer, 1000 watt daytime, $70.00 week, 44 hours, WMOC, Covington, Ga.

Experienced first class engineer, capable of becoming chief. Radio Station WSSV, Petersburg, Va.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Engineer-announcer for new station. Pleasant working conditions. Excellent salary. Send disc or tape WTUS, Tuskegee, Alabama.

Transmitter engineer, first phone, $60.00 start, 40 hours, no announcing, automatic increases. WTVH, 235 S. Jefferson Ave., Peoria, Illinois.

Engineer, first class ticket, contact Victor Voss, WWCA, Gary, Indiana.

First class engineer, no experience required. Will train for combination work in 1,000 watt independent. Rush full details to P. O. Box 50, New Iberia, Louisiana.

Production-Programming, Others

Florida coast station. Experienced girl to do all copy and traffic. Send resume, experience, photograph and sample copy. Box 223R, BROADCASTING • TELECASTING.

Announcer-copywriter, emphasis on latter, needed by top Southern independent. Must be dependable, sober, qualified to handle large volume. Excellent staff and working conditions. Permanent position. Write Box 236R, BROADCASTING • TELECASTING.

Experienced girl copywriter. Secretarial experience and shorthand desirable. Above average pay. Penna. daytimer. Send lots of sample copy and photo. Box 278R, BROADCASTING • TELECASTING.

Combination continuity writer-announcer for small Southern station. Also, combination engineer-announcer. Experience unnecessary. Box 379R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Copywriter for busy independent Western New England station to handle all copy writing. Also, write and broadcast daily women's show, of interest to housewives. Give complete details first letter. Excellent opportunity with progressive station. Box 375R, BROADCASTING • TELECASTING.

Ohio daytime thousand watter needs girl with good commercial copy writing experience, also capable of announcing women's shows. Excellent working conditions and opportunity to use your ability. Send resume, experience, photograph and sample copy. Box 387R, BROADCASTING • TELECASTING.

Midwest regional indie wants top-notch PD who knows how to build and hold an area audience. Experienced, qualified man who can manage programming and air personnel can expect security, fair salary, pleasant community and excellent working conditions. Box 396R, BROADCASTING • TELECASTING.

News driector. The man we want is now holding this position in a medium-sized station, doing an outstanding news job, in a competitive market. He is looking for a chance to better his present status. He must be a first rate newscaster, thoroughly experienced in compiling and editing local and wire news and be able to manage a news department. All replies confidential. Box 411R, BROADCASTING • TELECASTING.

Continuity writer. 10,000 watt, clear channel, Midwestern network station needs a reliable continuity writer. This is a good position in a fine city with excellent working conditions, etc. All applications treated with confidence. Send full details including samples of continuity, background and snapshot, if available. All material will be returned to you. Opportunity for air work if qualified. Write at once to Personnel, Radio Station KSOO, Sioux Falls, South Dakota.

Immediate opening for a male or female continuity chief. Experience preferred. Complete charge of all continuity. Send letter, full details, copy samples. Healthful climate, progressive town. Salary according to ability. Write to Dave Button, KSVP, Artesia, New Mexico.

Experienced commercial copywriter for 5000 watt CBS affiliate. Immediate opening. Write Radio Station WCSC, Charleston, S. C.

Immediate opening trained man or woman copywriter. Send sample copies, salary requirements, photo, references in first letter. WIDE, Biddeford, Maine.

Television

Technical

Wanted—Chief engineer for UHF television station in Southern metropolitan market. Excellent opportunity. Please give references, salary requirements and experience. Write Box 313R, BROADCASTING • TELECASTING.

Television broadcast technician wanted immediately for construction and permanent job, experienced in wiring and trouble shooting. Send complete information to Ed Talbott, KROD-TV, El Paso, Texas.

Situations Wanted

Managerial

Eleven years of successful management experience . . . 22 years in radio including ownership. Worked both small and metropolitan markets. All phases covered with good references. Sober, family, 42 years. Will work on salary plus percentage or will lease. Box 388R, BROADCASTING • TELECASTING.

Proven record. Presently, 250 daytimer from $800. monthly loss to profit for last eight. Absentee owner selling. Prefer Southwest, South, consider all. Thirty-six, ten years experience. Administrative, selling, sports, news, programming. Want manager small market, sales manager medium. Wife can Gal Friday, bookkeep. Box 408R, BROADCASTING • TELECASTING.

Desire management small market. Background—supervisory, sales, news commentator. Proven saleable ideas. Outstanding record. Willing acquire stock interest. Best industry references. Box 420R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Salesman

Salesman-program director — two-in-one combination for added revenue, better listener appeal. Seven years selling, announcing, programming. Box 383R, BROADCASTING • TELECASTING.

Announcers

Announcer-salesman for radio or television station. College graduate, 28, eleven years experience. Excellent record. Excellent references. Now announcing for Southern 10 kw CBS affiliate. Contact Box 409R, BROADCASTING • TELECASTING.

Sports domination! Make your station tops in sports. Experienced baseball, football, basketball, boxing. Prefer West. Box 317R, BROADCASTING • TELECASTING.

Announcer, play-by-play, news, staff, excellent references, preferably South. Box 371R, BROADCASTING • TELECASTING.

Disc jockey, five years experience in major Midwestern market 50 kw AM-TV. Looking for progressive organization presenting opportunity to establish name in area. Show consists of humor cue-in gimmicks and top ten tunes. Box 377R, BROADCASTING • TELECASTING.

Announcer, 5 years experience including sales, continuity, programming. Married, child, permanent. $70. minimum, advancement. Box 378R, BROADCASTING • TELECASTING.

DJ-announcer. Three years solid commercial experience all phases. Operate board. Good references. Box 386R, BROADCASTING • TELECASTING.

Have six years combination announcing-engineering experience, three years chief. Some selling. Not a floater. Box 389R, BROADCASTING • TELECASTING.

5½ years experience—sports announcer; football, basketball, baseball, salesman, staff announcer, news editor. Box 391R, BROADCASTING • TELECASTING.

Negro announcer—draft exempt, married, college graduate. Six months experience 250 watt Midwest station—DJ, news, copywriter. No hotshot. Sincerely interested in radio future. Prefer Northeast or Midwest, but will consider any reasonable offer. Box 392R, BROADCASTING • TELECASTING.

Experienced staff announcer, all phases, East or South. Disc, letter on request. Box 393R, BROADCASTING • TELECASTING.

All-round announcer. Specialist in news. Special events, sports. Friendly, sincere delivery. Regional, clear-channel, network experience. Box 399R, BROADCASTING • TELECASTING.

Johnny wants a job. 25, single, veteran, experienced as announcer, newscaster, making commercials sell. Letter, photo, tape on request. Box 400R, BROADCASTING • TELECASTING.

Experienced announcer, married, 27, deferred. Prefer congenial, regional station in Northeast. Box 401R, BROADCASTING • TELECASTING.

Extensive experience. Northwestern grad, 29, married, desires metropolitan 5000 watts or over. "Different" DJ, news, special events. Box 405R, BROADCASTING • TELECASTING.

Announcer-writer, married, vet, experienced—sports, news, staff, DJ, TV experience. Reliable, sober, available now. Anywhere in the U.S.A. Tape, disc or interview. Box 406R, BROADCASTING • TELECASTING.

Newscaster: newsman — authoritative mature voice—delivery. Desires mature advancement. Newsroom only. 15 years experience. $100.00 minimum. Box 412R, BROADCASTING • TELECASTING.

Announcer available—Mature voice, all phases of operations. Strong on commercials, news. Good writer-board man. Experience New York City independents. Married, sober, draft exempt. Resume, disc, tape on request. Box 413R, BROADCASTING • TELECASTING.

Announcer, thoroughly experienced. Young, single, veteran. Right for lively DJ shows. Prefer Southern California and Northeast Seaboard. Available immediately. Box 414R, BROADCASTING • TELECASTING.

Announcer interested in getting start. Strong on news, commercials. 15 months training, all phases radio at reliable school. Veteran, married. Tape, photo, references available. Box 418R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

3½ years announcing, 1 year PD. Seek permanence, good salary as small station PD or metropolitan announcer. Hardworker, dependable, employed. Box 425R, BROADCASTING • TELECASTING.

Good dependable program director, play-by-play. Now employed 50 kw. Wants West. Money secondary to opportunity. Best references. Stable. Box 427R, BROADCASTING • TELECASTING.

Capable, reliable, well-rounded staff man, desires affiliation with established organization in major market, preferably Southeast. Top Pulse rating. $85. minimum base. Tape and photo plus background on request. Box 428R, BROADCASTING • TELECASTING.

Announcer—Radio-TV experience over some NY stations. Strong on commercials, straight announcing. Radio acting. Veteran. Free to travel. Disc upon request. James Adonis, 62 Halsted St., East Orange, N. J.

Woman newscaster-editor, speaks five languages. College degrees. Operate board, write copy. $75. start. Lydia Driggs, 737 Eleventh St., N. W., Washington, D. C. MEtropolitan 5255.

Announcer, colored, recent graduate. Promotional ideas; can sell. Ambitious. Nathaniel Johnson, 520 Morgan St., Pittsburgh 19, Penna.

Are you willing to give someone with ability, but no actual experience, a chance to get started? Thoroughly trained in radio technique. Strong on commercials, news, deejay, sports. Edward Marshall, 5630 Sheridan Road, Chicago, Illinois.

I'm a neophyte in radio . . . sure; but would like a chance to prove I can click! Thoroughly trained in radio technique. Strong on commercials interview, deejay. Dottie May Miller, 1520 N. Keating, Chicago, Illinois.

Announcer-engineer. 1st phone, draft exempt. Up to 10 kw experience. Strong news, sports. Will travel. William Rogel, 1275 Grant Ave., New York, N. Y.

Want DJ job on folk, western and country music program. Have Texas accent. Know records and music. Tape on request. Dunny Sims, 21 Prince Street, New York City 12, N. Y.

Technical

Five years transmitter and control room experience at 250 w and 5 kw AM. Ready for advancement, radio or television. College and radio school graduate. Reliable. Married, one child. $80 minimum. Car, will travel. Now employed. Can arrange interview in east or south. Box 80R, BROADCASTING • TELECASTING.

Engineer, first phone. 5 years experience. Veteran. Permanent. Minimum $65. Box 337R, BROADCASTING • TELECASTING.

Need a chief engineer and program director? Topflight team, qualified by many years experience. Available two weeks notice. Family men, sober, reliable, best references. Problems a specialty, new or old operation, any locale. Box 372R, BROADCASTING • TELECASTING.

Chief engineer - announcer, married, family, age 26, 4 years announcing. Available immediately. Present salary $75. week. Details first letter. Box 384R, BROADCASTING • TELECASTING.

Fifteen years experience, ten years plant sup't. five kw directional. Good knowledge design, installation, maintenance studio and transmitter and directionals. One hundred college hours. Physics and math majors. All replies considered. Box 397R, BROADCASTING • TELECASTING.

Engineer with five years experience, two as chief. Veteran with car. Texas only. No announcing. Box 419R, BROADCASTING • TELECASTING.

First phone, no broadcast experience. Single, 27, 3 years radio-TV. Technically trained. No announcing. Prefer Midwest. Box 423R, BROADCASTING • TELECASTING.

Engineer, experienced chief, maintenance. Excellent record. Box 429R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Engineer—5½ years broadcasting experience. First phone. Desire good paying job as transmitter operator. Box 431R, BROADCASTING • TELECASTING.

First phone, no station experience, six years radio mechanic. Midwest, no announcing. Box 903, Kansas City, Missouri.

First phone, second telegraph. Tech school graduate. 12 years communications experience. No broadcasting experience. Frank Backlin, Box 23, Bethpage, New York.

First class ticket. Experience various phases broadcasting. Good references. Draft exempt. Thorough background. TV or radio station with TV plans in near future preferred. Eastern cities. Ernest Lipshutz, 1333 51st Street, Brooklyn, N. Y.

Production-Programming, Others

Real local news editor, not newspaper copy cat. 9 years radio. Highly qualified for news operation. Tape interviews. Good air voice. News style. Box 421R, BROADCASTING • TELECASTING.

Attention! Experienced news director now available. Excellent references. NARND, SDX. Box 394R, BROADCASTING • TELECASTING.

Copywriter-announcer. 29. Eight years experience, four stations: Two 5 kw Mutuals; two independents including metropolitan. Solid network preferred. Box 395R, BROADCASTING • TELECASTING.

Programming-advertising executive. Sales-conscious. Employed radio-TV. Supervise complete programming and/or advertising (copy) operation: radio and/or TV. Want repsonsibility, your confidence. Box 402R, BROADCASTING • TELECASTING.

Program director-sports director 3½ years, net, indie, 28, university, $100, family. Steady, ready! Box 403R, BROADCASTING • TELECASTING.

Man 9 years experience programming, local news. Wife, experienced traffic manager. Hard workers. Valuable staffers. Good industry references. Box 422R, BROADCASTING • TELECASTING.

Seasoned news editor desires job in New England, New York, Pennsylvania area. Currently employed Midwest 5 kw network affiliate. Box 430R, BROADCASTING • TELECASTING.

Television

Managerial

After thirteen years of network television experience in operations and station relations, I have resigned from my network job to locate as TV station manager. Inquiries invited. Dick Rawls, 35 Stephen Drive, Pleasantville, New York.

Announcers

Experienced four years AM, two years TV. First phone. 27. Box 382R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Technical

TV applicants—Chief engineer 5 kw Midwest AM station and engineering advisor to well known TV program consultant, former network TV engineer and supervisor Midwest television station, wants change for personal reasons. Prefer West or South. 5 years TV planning, construction and operation. Best references. Can arrange personal interview. Box 311R, BROADCASTING • TELECASTING.

Engineer, experienced, licensed, desires to discuss opportunity with building station. Box 407R, BROADCASTING • TELECASTING.

Production-Programming, Others

Anyone seeking middleman for TV movies in Germany or Europe? Berliner, experienced TV programmer with contacts for producing and/or distributing movies. Box 404R, BROADCASTING • TELECASTING.

Desire TV opportunity ad agency or production firm NYC. 2½ years advertising experience. TV production training. Vet, draft exempt. Box 426R, BROADCASTING • TELECASTING.

For Sale

Stations

Profitable fulltime local independent in Pacific Northwest single-station market. High potential. $25,000 down and good terms on balance. See this one—you'll like it. Box 254R, BROADCASTING • TELECASTING.

Southwest—250 w unlimited. $6,000 monthly potential. No competition. $42,000. Terms possible. Box 370R, BROADCASTING • TELECASTING.

Western and midwestern station. Independents, affiliates. Priced from $12,000 up. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Best chance you'll ever have to get a station of your own as low as $5,000 down. Unlimited 250 watt station in western farm town, now under-financed. Excellent opportunity for good living for man and wife or one or two engineer-owners. Box 255R, BROADCASTING • TELECASTING.

Equipment, etc.

For sale on or about January 1, 1953 one GE six bay superturnstile model TY-14F gain 6.4 complete with deicers and deicer control. Also, one RCA FM four section pylon antenna type No. BF-14D, gain 5. Box 250R, BROADCASTING • TELECASTING.

50,000 feet new #10 Copperweld ground radial wire. Immediate delivery. Box 381R, BROADCASTING • TELECASTING.

Andrew 40-C phase monitor. 900 feet RG8U coax. For further information contact Cliff Inman, Chief Engineer, WEAM, Arlington, Va.

(Continued on next page)

FARM DIRECTOR

50,000-watt network station interested in interviewing well established midwestern farm director.

Must be able to build and produce own programs. Also must have commercial agricultural connections and successful radio commercial background. In replying please give complete qualifications and enclose picture. All inquiries will be in strictest confidence. Unusual opportunity for advancement. Box 251R, BROADCASTING • TELECASTING.

For Sale (Cont'd)

250 watt Western Electric transmitter now operating 1490 kilocycles. Excellent condition, wonderful tone, available November 10. Granted 1000 watts, $2400.00, WMOC, Covington, Ga.

Television tower formerly used for station WPIX, 200 foot, condition like new, immediate delivery, complete in all respects including 200 foot coaxial cable. Selling price $8,500. Karl Koch Erecting Co., Inc., 362 Casanova St., Bronx 59, N. Y. Kilpatrick 2-3800.

Wanted to Buy

Equipment, etc.

Wanted—Used 5 kw AM transmitter. Box 318R, BROADCASTING • TELECASTING.

Want used 250 watter in good condition for use as spare. Give complete details. Prefer Northeast area where inspection is possible. Box 374R, BROADCASTING • TELECASTING.

Wanted — Kilowatt AM transmitter, frequency monitor, Western Electric 25-B console. KEAR, San Mateo, Calif.

Langevin ProGar program guardian limiting amplifier. Equipment advertised in BROADCASTING • TELECASTING 1947, '48 and '49. Write or phone KSON, 630 F St., Maryland Hotel, San Diego, Calif., att: Norman Burwell, Chief Engineer-General Manager.

Magnecorder PT6-J and PT6AH, Hallicrafters SX-42, B&W 400 distortion meter, four channel remote amplifier, W. E. 9A head. WCNB, Connersville, Indiana.

We need everything to build a station. What good used equipment have you. Write or wire WETO, Gadsden, Alabama.

Wanted—RCA 76-B series consolette for enlarged Harlem studios. State price and condition. WLIB, 207 East 30th St., New York City.

Wanted — Console in good condition. State make and model. DePaul U. Speech Dept., 2353 N. Kenmore Ave., Chicago, Illinois.

Record library, need hillbilly and pop. Robert M. Smith, 1612 Grand Avenue, Kansas City 8, Missouri.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Help Wanted

Salesman

SALES MANAGER WANTED

. . . for one of the nation's best known 50,000 watt network affiliates in a major Midwest market. Seeking executive with several years big-time radio sales experience.

Box 329R
BROADCASTING • TELECASTING

Production-Programming, Others

WRITER-ENGINEER

If you enjoy writing and have a good rounded knowledge of radio transmitting and audio gear, you may be interested in a position we have open to edit and write instruction books. Old established Midwestern manufacturer. Give full detail first letter. Box 373R, BROADCASTING • TELECASTING.

Situations Wanted

Announcers

MORNING MAN

Nationally recognized one of nation's tops. Now top man in highly competitive market. Over 15 years radio. $10,000. minimum. Box 432R, BROADCASTING • TELECASTING.

Production-Programming, Others

Our chief announcer desires job as PD and/or assistant manager. He is competent, personable and industrious. 30. A family man, sober, well educated, a veteran and experienced in net and indie operations. He has our highest recommendations. Present management would like to see him advance. Perhaps you have the right opportunity. If so, ask us for full details. Box 325R, BROADCASTING • TELECASTING.

Wanted to Buy

Stations

Do you own an AM property that has been a consistent loser?

■

Have you just about decided to take your licking—sell the station and get out before your investment is a total loss?

■

Would you like to turn the property over to management with proven records of substantial profit for two stations in fourteen years?

■

I am qualified in all phases of operation. 21 years experience. Widely known and respected in the radio industry and home community. Know large and small station problems. Know large and small market operations.

■

Presently operating second station of management career. Want ownership-management agreement with not less than fifty percent of stock interest assigned to me when your station goes in the black. Salary and other compensation can be negotiated. Prefer to locate in medium-size market in Florida, the southwest or Pacific Coast.

■

All replies held in confidence. Will arrange meeting at your convenience for further discussion. Desire to complete change by January 1, 1953. Address reply to Box 807P, BROADCASTING • TELECASTING.

Equipment, etc.

FIELD STRENGTH METER USED, REGARDLESS OF CONDITION, HAVING STANDARD BROADCAST BAND ONLY IS WANTED BY UNDERSIGNED. STATE CONDITION, MAKE AND PRICE.

B. Hillman Bailey, Jr.
c/o KSIG
Crowley, Louisiana

SCIENTIST ROLE
Filled Best in Industry

TECHNICIANS, engineers and scientists—in electronics and other fields—"would perform a far greater service in war industries" than in the military services in the event of all-out war, Arthur S. Flemming, a mobilization manpower official, asserted Sept. 5.

In an address to the national convention of the Alpha Sigma Phi fraternity in Pocanoe Hills, Pa., Mr. Flemming said a policy of recalling all technicians to active service would be "suicidal." Skilled personnel who finish their college work and serve in the armed forces would remain in the reserves, according to Mr. Flemming, chairman of the Manpower Policy Committee, Office of Defense Mobilization.

UPT Dividend

UNITED Paramount Theatres, whose merger with ABC is currently awaiting FCC decision, last week declared a dividend of 25 cents a share on outstanding common stock. President Leonard H. Goldenson, announcing the board's action, said the dividend is payable Oct. 17 to stockholders of record on Sept. 26.

For Sale

Equipment, etc.

FOR SALE

Several RCA image orthicon camera chains without lenses.

Box 224R, BROADCASTING • TELECASTING

PORTABLE TRANSCRIPTION PLAYBACKS. $37.75 F.O.B. Chicago. 8" speaker, 3 tube amplifier full range tone control. Astatic "400" pickup arm. Plays 33, 45 and 78 RPM. All sizes including 16" disc. Fully reconditioned. Carrying weight 28 pounds. Richard Alan Company, 3618 Milwaukee Avenue, Chicago 41, Illinois. Spring 7-7100.

Texas Indie
$75,000.00

A 1000 watt independent making profit even though owners devote very little time to operation. Priced right at $75,000.00, not including land and building, but includes valuable advertising contracts—a going business — excellent coverage — valuable location.

Midwest
$50,000.00

A profitable independent operation showing consistent increase. The only station in an attractive city and a rich county. Liberal financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

FARM DIRECTOR

10,000-watt network station interested in interviewing well established Southwestern farm director.

Must be able to build and produce own programs. Also must have commercial agricultural connections and successful radio commercial background. In replying please list complete qualifications and enclose photograph. All inquiries will be held in confidence. Unusual opportunity for advancement. Box 416R, BROADCASTING • TELECASTING.

FCC Actions

(Continued from page 106)

positions in proceeding re application.

Oregon Television Inc., Columbia Empire Telecasters Inc., Portland, Ore.—Referred to full Commission petition to transfer lay hearings from Washington, D. C., to Portland, Ore.

KMYR Bcstg. Co., Metropolitan Television Co., Denver, Col.—Referred to full Commission petition to transfer hearing from Washington, D. C., to Denver, Col.

September 11 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KVOM Morrilton, Ark. — Mod. CP which authorized new AM for approval of ant., trans. and studio location.

KEUN Eunice, La.—Mod. CP which authorized new AM, for approval of ant., trans., and studio location and change type of trans.

Extension of Completion Date

KWSK Pratt, Kan.—Mod. CP which authorized new AM for extension of completion date.

Renewal of License

Following stations request renewal of license:

WLAD Banbury, Conn.; WINZ Hollywood, Fla.; WPIN Largo, Fla.; WORZ Orlando, Fla.; WSB Atlanta; WROM Rome, Ga.; WENR Chicago; WMAQ Chicago; WOI Ames, Iowa; WSLI Pikesville, Ky.; WMTC Vancleve, Ky.; WOTW Nashua, N. H.; WNYC New York; WPAQ Mt. Airy, N. C.; WLW Cincinnati; WVCH Chester, Pa.; WPIT Pittsburgh, Pa.; WVPO Stroudsburg, Pa.; WPAL Charleston, S. C.; WPIK Alexandria, Va.; WPDX Clarksburg, W. Va.

TENDERED FOR FILING

AM—960 kc

WLXW Carlisle, Pa.—CP to change frequency from 1380 to 960 kc and change ant. system.

Scores TV, Movies

TELEVISION and motion pictures were scored by Mayor Vincent R. Impellitteri of New York last week for allegedly depicting Italians or Italian-Americans as gangsters. He told a Columbia Citizens Committee dinner meeting in New York that "it has been nauseating to see murder mysteries or gangster films time and again with a killer depicted as a swarthy person with an Italian name," directing his complaint at both television and motion pictures.

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes, and including Telephone and Non-Telephone Homes.)

EXTRA-WEEK
July 27-August 2, 1952

EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating Homes %
1	Dragnet (NBC)	5.7
2	Lineup, The (CBS)	5.3
3	Great Gildersleeve (NBC)	5.0
4	You Bet Your Life (NBC)	4.9
5	Johnny Dollar (CBS)	4.6
6	Romance (CBS)	4.5
7	Mr. Chameleon (CBS)	4.5
8	Railroad Hour (NBC)	4.3
9	What's My Line (NBC)	4.2
10	Godfrey's Talent Scouts (CBS)	4.2

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1952 by A. C. Nielsen Co.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH SEPT. 11

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	139	311	211
FM Stations	635	582	73	22	8
TV Stations	109	98	59	812*	154

* Filed since April 14.

(Also see Actions of the FCC, Page 106)

For Television Grants and Applications, See Page 80.

Docket Actions . . .

FINAL DECISIONS

Tracy, Calif.—West Side Radio. FCC returned to pending file application for new AM station on 710 kc, with 250 w daytime, to await decisions in hearings regarding clear channels and daytime skywave transmissions. Decision and order Sept. 9.

Spartanburg, S. C.—James Cozby Byrd Jr. FCC adopted initial decision granting application for new AM station on 1400 kc, with 250 w fulltime; conditions. Estimated construction cost about $1,350 (major items of equipment, including transmitter, already on hand); estimated first year operating cost $26,000, revenue $28,600. Mr. Byrd is student at U. of S. C. and also teaches a course there in electronics. Simultaneously, FCC denied mutually exclusive application of Southernair Bcstg. Co. Decision and order Sept. 9.

KJAY Topeka, Kan.—S. H. Patterson. FCC denied application for nighttime power increase from 1 kw to 5 kw on 1440 kc, DA. Decision Sept. 9.

WTNJ Trenton, N. J.—WOAX Inc. FCC rescinded order of Dec. 20, 1950, which revoked license. Order Sept. 9.

WMRO Aurora, Ill.—WMRO Inc. FCC granted application for license renewal. Order Sept. 9.

OPINIONS AND ORDERS

Bluefield, W. Va.—Daily Telegraph Printing Co. FCC denied petitions requesting reconsideration of Sixth Report & Order [B•T, April 14] so as to waive one-year waiting period rule or amend rules to include entire state of W. Va. within Zone I and substitute Ch. 4 for Ch. 6 at Beckley, W. Va., and assign Ch. 6 to Bluefield; also, denied request of Robert R. Thomas Jr., Oak Hill, W. Va., for waiver or amendment to include Oak Hill within Zone I and assign Ch. 4 to Oak Hill. Comr. Jones dissented. Memorandum opinion and order Sept. 11.

Washington, D. C.—NARTB. FCC dismissed petition asking reconsideration of Commission's grant of new noncommercial educational TV station on vhf Ch. *8 to Kansas State College of Agriculture & Applied Science [B•T, July 28]. Comr. Jones concurred in the result. Memorandum opinion and order Sept. 11.

New York—Allen B. DuMont Labs. Inc. FCC denied petition for reconsideration and further clarification of Commission's memorandum opinion and order re Paramount-ABC, DuMont. CBS, et al., proceedings [B•T, Aug. 4].

Non-Docket Actions . . .

AM GRANT

Montrose, Pa.—Montrose Bcstg. Corp. Granted 1250 kc, 1 kw daytime, antenna 240 ft.; engineering condition. Estimated construction cost $17,507, first year operating cost $16,500, revenue $16,500 (non-profit operation is proposed by applicant). Principals include President **W. Douglas Roe** ($9,000 cash contribution to corporation), executive secretary of Montrose Bible Conference; Secretary **Arthur W. Kuschke** ($3,000 contribution), vice president of F. E. Parkhurst Insurance Inc., Treasurer **Lynn L. Rider** ($2,000 contribution), retired cost accountant; **Esther R. Weir** ($3,000 contribution, accountant for Montrose Bible Conference; **Eldred J. Hinds** ($3,000 contribution), Atlantic Petroleum dealer; **Don T. Birchard** ($3,000 contribution), dairy farm owner, and **Arthur M. Parce** ($2,000 contribution), clergyman at Immanuel Baptist Church, Utica, N. Y. Grant Sept. 10.

TRANSFER GRANTS

WGRO Bay City, Mich. — Granted transfer of control from Gail Griner, Marguerite Griner and Edward Dillon to **James Gerity Jr.**, for $12,000. In addition, Mr. Gerity retains Messrs. Griner and Dillon as consulting engineers for WABJ Adrian, Mich., for one year at $6,000 and $5,000 respectively. Mr. Gerity is owner of WABJ. Granted Sept. 10.

KOLN Lincoln, Neb. — Granted assignment of license from Inland Bcstg. Co. (license of KBON Omaha) to **Cornhusker Radio & Television Corp.** for $43,000. Assignee is applicant for new TV station in Lincoln (see TV APPLICATIONS, B•T, July 28). Principals include President **Edward M. O'Shea** (48.5% now; 41.78% proposed); Vice President **Harold E. Anderson** (2.5% now; 15.5% proposed), and Secretary **Bennett S. Martin** (48.5% now; 41.78% proposed). After assignment estimated first year operating cost $102,000, revenue $112,000. For details on principals see FCC ROUNDUP, B•T, Aug. 18. Granted Sept. 10.

KSNY Snyder, Tex.—Granted assignment of CP from John Blake, individually and as administrator of estate of Mrs. Pauline Buckner Blake, deceased, to **J. T. Hughes, Wendell Mayes, Wendell Mayes Jr.** and **William W. Jamar Jr.**, d/b as Snyder Bcstg. Co., for $85,000. Mr. Hughes (50%), president, is city manager of Interstate Theatres, Brownwood, Tex.; Mr. Mayes (30%), vice president, is president and owns controlling interest of KBWD Brownwood and KNOW Austin, Tex.; Mr. Mayes Jr. (10%), secretary-treasurer, is program director and office manager of KBWD, and Mr. Jamar (10%) is salesman for KBWD. Granted Sept. 10.

KNEU Provo, Utah—Granted transfer of control from Lester R. Taylor, et al., to **D. Spencer Grow** and **John F. Peterson** for $19,765. Mr. Grow (60%), president, is 42% owner of KEXO Grand Junction, Col., 38% of KEEP Twin Falls, Idaho, and 80% owner of Pacific Development Co., Provo (real estate). Mr. Peterson (40%), vice president, is 40% owner of Peterson & Grow Inc., Provo (builders). Granted Sept. 10.

WTSA Brattleboro, Vt. — Granted transfer of control from Granite State Bcstg. Co. to **Theodore Feinstein**, president of WLYN Lynn, Mass., and owner of Faye Assoc. and treasurer-stockholder of Mayfair Realty Co., both Boston, for $43,000. Granted Sept. 10.

New Applications . . .

FM APPLICATIONS

Tuscaloosa, Ala. — Radio Station WTBC-FM, 96.9 mc. (Ch. 245). ERP 17.3 kw; antenna height above average terrain 321 ft., above ground 405 ft. Estimated construction cost $11,000, first year operating cost $12,000, revenue $15,000. Equal (1/3) partners are **Bertram. Bank, Lamar Branscomb** and **Jeff Coleman**; trio is licensee of WTBC (AM) Tuscaloosa. Filed Sept. 8.

Wabash, Ind.—School City of Wabash, Ind., 91.3 mc (Ch. 217), 10 w output. Estimated construction cost $3,328. (Noncommercial educational FM application.) **James R. Oliver** is director of audio-visual education for applicant. Filed Sept. 10.

TRANSFER REQUEST

WAAB Worcester, Mass.—Transfer of control from The Olin Corp. to **Wilson Enterprises Inc.** for about $160,000. Prinpals in transferee include President and Treasurer **George F. Wilson** (80%), Vice President **Jacqueline I. Wilson** and Secretary **Kathleen Iris Wilson** (20%). Wilson Enterprises is applying for new TV station in Worcester [see TV APPLICATIONS, page 80]. Filed Sept. 11.

SENATORS' POLICY

Would TV Road Games Only

REVERSAL in television planning for Washington Senators' baseball games next season has been announced by the club's president, Clark Griffith. Home games will not be seen on TV next year. TV rights for next year's 77 road games, however, will be offered this winter to the highest bidder.

Although there was a slight drop in attendance reported this season when 26 of the team's 77 games were scheduled in a limited telecast policy, no specific reason was given for the change. Main obstacle in the possible telecast of out-of-town games would be the high cable cost, according to H. J. Kaufman & Assoc., Washington, agency for Heurich Brewing Co., same city, sponsor of the home games this season.

Malone to WXEL (TV)

TED MALONE, veteran radio personality, is to become star of WXEL (TV) Cleveland's program, *Today's Top Story*, it was announced last week. The show is sponsored by the National City Bank of Cleveland, and is aired Mon.-Fri. 11:10-11:15 p.m.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Ridgeway

YOU BELONG TO ME

On Records: **Jo Stafford—Paul Weston—Col.; Patti Page—Mer.; Sue Thompson—Mer.; Joni James—MGM; Freddy Martin—Vic.; Jan Garber—Cap.; Tamara Hayes—Vic.; Buddy Lucas—Jubilee; Helen Foster—Republic; Dean Martin—Cap.; Grady Martin—Dec.**

On Transcriptions: **Earl Sheldon—Associated; Henry Jerome—Langworth.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BMI

TV Grants, Applications Sept. 5-11

(Continued from page 80)

Bcstg. Co., Morrisville, Pa. Studio location 108 N. Broad St., Trenton. Transmitter location on Shabakunk Road at crossing of Shabakunk Creek north of Trenton. Geographic coordinates 40° 15' 58" N. Lat., 74° 45' 45.9" W. Long. Transmitter and antenna RCA. Legal counsel John F. Clagett, Washington. Consulting engineer William E. Benns Jr., Washington. Sole owner is **Verna S. Hardin.** City priority status: Gr. B-1, No. 111.

CHARLOTTE, N. C.—Piedmont Electronics & Fixture Corp., vhf Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,158 ft., above ground 1,049 ft. Estimated construction cost $690,797, first year operating cost $480,000, revenue $520,000. Post Office address P. O. Box 2727, Charlotte, N. C. Studio location to be determined. Transmitter location Plaza Road, 1.4 mi. south of Newell, N. C. Geographic coordinates 35° 15' 35" N. Lat., 80° 44' 02" W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Herschel Hill Everett** (10%), president and 50% owner of of Everett Enterprises Inc. (motion picture theatres, Charlotte); Executive Vice President **Henderson Belk** (22%) (son of W. H. Belk, who died in Feb. 1952, leaving 350 corporations in 14 states, most of which were dry goods and mercantile outlets, part of which are now controlled by Henderson Belk); Vice President **Mitchell Wolfson** (15%), 10% owner of Wolfson-Meyer Theatre Enterprises Inc. (real estate holding company which owns theatre chain); Secretary **David M. McConnell** (10%), general counsel for various Belk interests; Treasurer **Carl G. McGraw** (5%), president of Union National Bank, Charlotte, and ten minority stockholders. **Wolfson-Meyer Theatre Enterprises Inc.** owns 10% of applicant; it also is 98% owner of WTVJ (TV) Miami, Fla. City priority status: Gr. B-4, No. 193.

PORTLAND, Ore.—Cascade Television Co., vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,281 ft., above ground 574 ft. Estimated construction cost $692,367, first year operating cost $480,000, revenue $420,000. Post Office address Cascade Television Co., c/o John R. Latourette, Corbett Bldg., Portland, Ore. Studio location to be determined. Transmitter location at NW corner of intersection of Ridgeway Drive and City View Drive on Mount Scott, 1 mi. SE of Portland city limits, about 1,500 ft. west of site of KPOJ (AM). Geographic coordinates 45° 27' 15" N. Lat., 122° 33' 06" W. Long. Transmitter and antenna GE. Legal counsel Arthur W. Sharfeld, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **George C. Sheahan** (10%), 75% owner of United Petroleum Corp. (petroleum marketing); Vice President **David McKay** (30%), president and 60% owner of KOLO Reno, Nev., president of KORK Las Vegas, Nev. (which is 90% owned by KOLO) and 49% owner of KGYW Vallejo, Calif.; Vice President **Clayton R. Jones** (20%), president and 39% owner of W. J. Jones & Son Inc. (stevedoring and ship fitting); Treasurer **Thomas W. Young** (10%), president and 30% owner of Butterfield Bros. (wholesale jewelers); Secretary **John R. Latourette** (5%), partner (50%) in Portland law firm of Latourette & Latourette; **G. Spencer Hinsdale** (10%), H. & H. Mines (mining); **Zina A. Wise** (5%), Griffith Rubber Mills (mfr. rubber products); **Thomas W. Dant** (5%), Dant & Russell Inc. (lumbering), and **H. G. Wells Jr.** (5%), vice president and 10% owner of KOLO and KORK. City priority status: Gr. A-2, No. 2.

ALTOONA, Pa.—John C. Kahn, vhf Ch. 10 (192-198 mc); ERP 7 kw visual, 3.42 kw aural; antenna height above average terrain 1,068 ft., above ground 207 ft. Estimated construction cost $254,100, first year operating cost $300,000, revenue $450,000. Post Office address 1108 16th St., N. W., Washington, D. C. Studio location to be determined. Transmitter location 7 mi. N.W. of Altoona, Pa. Geographic coordinates 40° 33' 96" N. Lat., 78° 26' 30" W. Long. Transmitter and antenna RCA. Legal counsel and consulting engineer **Gordon W. Levoy,** Hollywood, Calif. Sole owner of applicant is **John C. Kahn,** owner of John C. Kahn Co. (investment banker), Washington, and real estate business, Washington. City priority status: Gr. B-3, No. 176. [For earlier application, see TV APPLICATIONS, B•T, July 7].

FLORENCE, S. C.—Jefferson Standard Bcstg. Co., vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 189.6 kw aural; antenna height above average terrain 797 ft., above ground 775 ft. Estimated construction cost $558,000, first year operating cost $250,000, revenue $200,000. Post Office address Wilder Bldg., Charlotte, N. C. Studio and transmitter location: On Cherokee Rd. at Saluda Dr. Geographic coordinates 34° 10' 58" N. Lat., 79° 47' 23" W. Long. Transmitter RCA, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis (Reed Rollo), Washington. Consulting engineer A. D. Ring & Co. (Howard T. Head), Washington. Principals include President **J. M. Bryan,** 1st vice president of Jefferson Standard Life Insurance Co.; Executive Vice President **Charles Crutchfield,** and Vice President-Secretary-Treasurer **Larry Walder.** Sole owner of applicant is **Jefferson Standard Life Insurance Co.,** Charlotte, N. C. City priority status: Gr. A-2, No. 228.

MONTPELIER, Vt.— WCAX Bcstg. Corp. (WCAX Burlington, Vt.), vhf Ch. 3 (60-66 mc); ERP 17.34 kw visual, 8.67 kw aural; antenna height above average terrain 2,713 ft., above ground 99 ft. Estimated construction cost $200,619, first year operating cost $72,000, revenue not estimated. Post Office address 135 Main St., Burlington, Vt. Studio location on Main St., near School St. Transmitter location on Mount Mansfield, 6.25 mi. east of Underhill. Geographic coordinates 44° 31' 36" N. Lat., 72° 45' 57" W. Long. Transmitter Gates, antenna RCA. Legal counsel Hanson, Lovett & Dale (Eliot C. Lovett), Washington. Consulting engineer George E. Gautney, Washington. Principal owner is President and Treasurer **C. P. Hasbrook** (99.7%), whose only business interest is WCAX. City priority status: Gr. A-2, No. 145.

NORFOLK, Va. — Chesapeake Services Inc., vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 368 ft., above ground 395 ft. Estimated construction cost $474,927, first year operating cost $337,560, revenue $570,000. Post Office address 402 National Bank of Commerce Bldg., Norfolk, Va. Studio and transmitter location Boissevain and Euclid Avenues. Geographic coordinates 36° 52' 00" N. Lat., 76° 18' 40" W. Long. Transmitter RCA, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Harry B. Price Jr.** (8%), president and 59% owner of Price's Inc. (retail electrical appliances and television), Norfolk; Vice President **Pretlow Dorden** (8%), president and 50% owner of Colonial Chevrolet Corp., Norfolk; Secretary **Alan J. Hofheimer** (7½%), Norfolk attorney, and has interest in various Virginia motion picture theatres; **Jeff Hofheimer** (8%), general manager of all Hofheimer Visulite Theatres, general offices in Norfolk, and has interest in various Virginia motion picture theatres; **Robert G. Hofheimer** (8%), president, general manager and 30% owner of Dart Cleaning, Norfolk, and has interest in various Virginia motion picture theatres; **Albert G. Hofheimer** (7½%), secretary-treasurer, general manager and 25% owner of Blue Bird Laundry, Norfolk, and has interest in various Virginia motion picture theatres; **John Twohy II** (8%), president of Commonwealth Sand & Gravel Corp., Norfolk; **Leon B. Back** (2½%), vice president and general manager, Rome Theatres Inc. (Baltimore motion picture exhibitors), Baltimore, Md., and **Ben Strouse** (2½%), vice president and general manager WWDC-AM-FM Washington. **General Teleradio Inc.,** New York, owns 40% of applicant; General Teleradio is licensee of KHJ-AM-FM-TV Hollywood, WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KGB San Diego, WONS Hartford, Conn., WEAN Providence, WGTR (FM) Paxton (Worcester), Mass., and KFRC San Francisco. City priority status: Gr. B-4, No. 189.

WALLA WALLA, Wash.—Walla Walla Union Bulletin Inc., vhf Ch. 5 (76-82 mc); ERP 11.38 kw visual, 5.69 kw aural; antenna height above average terrain 252 ft., above ground 509 ft. Estimated construction cost $199,989, first year operating cost $100,000, revenue $100,000. Post Office address First Ave. and Poplar St., Walla Walla. Studio and transmitter location NW corner of First Ave. and Poplar St. (Walla Walla Union-Bulletin Bldg.). Geographic coordinates 46° 03' 58" N. Lat., 118° 20' 07" W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgenson, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President **John G. Kelly** (11%), Vice President **Martha V. Kelly,** Vice President **Donald Sherwood** (30%), Secretary **Roland E. Miller** (4%), Treasurer **Arthur A. Carey** (4%) and **Norman M. Kelly** (49%) (principals also have interest in Walla Walla Canning Co. and Church Grape Juice Co.). City priority status: Gr. A-2, No. 211.

EXISTING STATION

Change in ERP

KDYL-TV SALT LAKE CITY, Utah —Intermountain Bcstg. & Television Corp., VHF Ch. 4 (66-72 mc), ERP 0.006 kw visual (from 0.004 kw visual), 0.003 kw aural (from 0.002 kw aural); antenna height above average terrain 3,083 ft. (from 542 ft.) above ground 182 ft. (from 330 ft.). Estimated cost of change not indicated. Transmitter location 17 mi. SW of Salt Lake City (instead of near summit of Mt. Nelson). Geographic coordinates 40° 36' 20" N. Lat., 112° 09' 58" W. Long.

MODIFICATION OF CP

Change in ERP

KPTV (TV) PORTLAND, Ore.—Empire Coil Co., uhf Ch. 27 (548-554 mc), ERP 87.9 kw visual (from 91 kw visual), 43.9 kw aural (from 46 kw aural); antenna height above average terrain 1,023 ft. (from 1,300 ft.), above ground 251 ft. (from 496 ft.). Studio location 735 SW 20th Place (from "to be determined"). Transmitter location North End of Council Crest Park (in west hills of Portland) (instead of Portland Heights, NW Skyland Blvd., near NW Thompson Road). Geographic coordinates 45° 30' 00" N. Lat., 122° 42' 30" W. Long. (from 45° 32' 54" N. Lat., 122° 45' 40" W. Long.). Transmitter and antenna RCA. [See TV Grants, B•T, July 21.]

NON-COMMERCIAL

Chernoff Urges Calif. Meet

METHODS of utilizing the eight non-commercial educational channels reserved by the FCC for California should be discussed in a statewide conference, Howard L. Chernoff, general manager, KFMB-TV San Diego, has suggested.

Mr. Chernoff proposed this at a statewide educational TV meeting called by Ray Simpson, state superintendent of schools, and held in Sacramento. TV and educational representatives later voted to appeal to Gov. Earl Warren for such a conference.

Robert Burgert, San Diego chairman of a PTA radio-TV group, said the California Congress of Parents and Teachers would support a TV educational system only if it is supported by state taxpayers. He described educational TV as a "just charge on all the people of the state."

Mr. Chernoff, sole California TV representative to attend the Sacramento session, said a majority of commercial telecasters feel they would be faced with strong competition if educational stations take the air.

COMPARISON between ground-grid amplifiers and pentode and cascode amplifiers in vhf and uhf bands was contained in paper presented by Robert D. Baker, senior engineer of the Tuner Div., P. R. Mallory & Co., Indianapolis, at meeting of Radio Club of America last Thursday at General Electric Auditorium, New York.

Over the Transom

NEW TV grantee's future for business is indicated in the experience of WAFB Baton Rouge, La., awarded a permit for uhf Channel 28 several weeks ago and planning start of operation in February 1953 [B•T, Aug. 18]. Tom E. Gibbons, vice president-general manager, reports requests already have been received for five hours of national spot programs and a "number of announcements besides even a large request for local business. This all without any contacts to the agencies." WAFB is constructing complete new studio-office building for AM-TV.

TV 'VITALIZES'

Engstrom Tells Engineers

HOW TV has "vitalized" other sciences and subjects was discussed by Dr. E. W. Engstrom, vice president in charge of the RCA Laboratories Div. at the communications symposium of the Centennial of Engineering Sept. 11 at Chicago.

The techniques of TV, Dr. Engstrom said, have spilled over to radar, pictorial communications, electron microsopy and have created new ideas in tubes and circuits.

It has also had its effect in social, cultural and political spheres, he said.

Referring to the election campaign, Dr. Engstrom said:

At the moment we are in the midst of pre-election fanfare which should not obscure the important fact that the American voter is getting a broad and close-at-hand picture and understanding of candidates, platforms and principles. He will more than ever before have a basis for his political convictions. He will know with more certainty just who will receive his approval and vote. . . . Television should enable a revival of personalized democracy which, in simpler times, was attained through the town meeting or through public debate between candidates.

Dr. Engstrom foresaw the use of TV more widely by church and school. Of educational TV stations, he said:

We may soon see evolve a pattern of adult education that surmounts evening classes and correspondence courses in convenience and effectiveness. Television courses can bring the blackboard, the laboratory, the art gallery, the library into the home with great efficiency, keeping much of the personalized treatment of the classroom.

International TV, he said, "will enable a proximity that breeds understanding and friendliness between individuals. It will provide an interchange, heretofore unobtainable, of ideas and culture that may well hasten the day of a free and peaceful world."

FIRST consumer magazine advertisements designed to explain TV servicemen's accomplishments and problems are being used by General Electric's Tube Dept. in *Life* and *Collier's* Sept. 8 and Oct 4, respectively.

XUM

Film: TV's Celluloid Celebrity

(Continued from page 82)

determine which of the current trends in feature film purchasing you will follow.

Library Deals. Big distributors, such as MPTV and Unity and a few others, have enough features to offer you their entire library in your market on an exclusive basis. The number of runs may or may not be restricted, depending on the deal. Such library deals offer economical programming with greatest flexibility, but do not insure the top quality in every film which might be needed for certain prestige shows.

Single Package Deals. There are many groups of features, some of which are top-draw products. A sample is the Peerless Television package (Edward Small features). There are many such packages with many distributors, and it is these packages, to varying degrees, which represent the best in feature film programming. More expensive, to be sure, but *quality*. Such packages may be bought for a premiere run in your market, or more generally, for a specified number of runs in a specified time. The latter arrangement has become almost standard for film purchasing, except for single-sponsor shows. This is due to the advantageous amortization schedules which can be effected.

Agency Representation. Purchasing can be very tricky and requires a great deal of study. It is not amiss to do some serious thinking about letting a group-purchasing agency (e.g., Mallard TV) handle your film purchasing, especially if yours is a small market. Group purchasers can wield more buying power, will probably have better contacts and, because they act for many markets simultaneously, can be of important aid to each. Moreover, they can probably do a more efficient job of film inspection, expediting returns, etc.

Legalities:

Union and guild restrictions, original screen credits, music clearance and many other aspects of each given feature must be carefully examined by the station. Here, a word of caution. Many stations have accepted and used questionable films (from the standpoint of satisfaction of these clearances) upon indemnity of the distributor. This indemnification is nothing more than a guarantee by the distributor to compensate the station for possible losses which may result from suits brought by unions, composers, previous owners, etc. However, an indemnity is only as good as is the distributor's financial standing. One way to strengthen this indemnification is to ask the distributor to take out a policy insuring against such losses. Obviously, such an insurance policy protects the distributor as well as the station. A company writing such policies now is Lloyds of London.

Editing:

Editing generally falls into three classifications: Cutting to proper time length to fill a TV program schedule, removal of objectionable material and cutting for insertion of commercials.

Cutting to Time. One of the most important men on the staff of any station is the "poor unfortunate" to whom falls the responsibility of editing. Here, training is all important. Where possible, Hollywood training and background should be sought. You cannot cut a picture by merely "taking it from the top" or chopping out sequences. We have proved this conclusively. A single film ("Love From a Stranger," MPTV) was cut by two different men in our shop—one, a long experienced Hollywood editor, and the other, a newcomer who was being taught the ropes. On one hand, we emerged with a beautiful love story, building to a powerful ending of shattering impact . . . running time 58:30, thank you. On the other hand, we had a weak film which gave the impression that the heroine was a girl of very questionable morals. To cut a film down to 58 or even 44 minutes takes know-how. We exchange scene sequences, remove or insert flashbacks, and do a really painstaking job—never to merely cut to time, but to present the best entertainment we can within a given time limit. As a sign over the desk of one of our editors says, "Any fool can make a 90-minute film. It takes a genius to make it look better in 50 minutes."

Removal of Objectionable Material. Screening and cutting material which may be in bad taste is a big problem, particularly with British films, which generally are more realistic than American productions. However, scenes must be removed with extreme caution, always keeping in mind how pertinent they are to the story line.

Breaks for Commercials. And then there are the commercials—praised be the sponsors. In this connection, simple and obvious as it sounds, let's not cut a picture to insert a commercial any old place. Wait for that transition of thought, after the big scene. Actually, with enough experience, films can be viewed in terms of phrases, sentences, paragraphs and chapters. Try to learn this trick and insist upon proper placement of commercials, at the end of a chapter, and watch the improvement in the over-all show.

Handling:

Just as a live set is cleared and made ready for the next show, any film edited for air *must* have cuts restored before being sent back to the distributor. This is an obligation the station must live by. With prints being circulated to stations all over the country, the distributors take the responsibility of checking and "healing" a print that goes out. But in all fairness they cannot do an efficient job unless they get back all original footage. Careful records should be maintained so that each deleted sequence is reinserted in its proper spot. This is a responsibility that stations have, not only to the distributors, but certainly to other stations as well.

Future of Film Programming:

With the success of feature films on television today, the question growing in importance daily is, "Where is product going to come from *tomorrow?*" Certainly the Hollywood studios are not going to open the doors of their vaults. It is just not financially feasible right now, and probably not for another two or three years. Before this golden day comes, the whole economic picture of television will be changed, including a tremendous increase in the number of stations. Probably the main *hope* for the immediate future will have to lie with the independent producers whose picture don't warrant theatrical re-issue, and yet would make good television fare. We emphasize the word "hope" because television for these film makers is far from a promised land. There have been several leading theatrical independents who have initiated sales to television. These men have not only failed to make a killing in television, compared to theatrical revenue, but have actually found their theatrical business quite adversely affected.

Perhaps there are to be some more pictures made available by banks which hold foreclosures on them, but even the number of films in this category (not already released) is comparatively small, numbering a total of some 30 films. The pickings for first-run films are going to be slim, and sharp maneuvering can be expected on the part of stations and advertisers as well as on the part of film distributors, to whom new films represent bread and butter.

There is, at this time, a great deal of interest in foreign films for which English sound tracks are to be dubbed. Costs aren't small for a really top grade job, but we've seen some dubbing techniques which have attained unbelievably amazing results. This might be a very important source of material, and could have two major results. First, it would bring to the television home a sense of reality and directness in story and acting which has been typical of good foreign films. Second, it might educate a great multitude of people to the values of foreign films.

Most of the foregoing does not apply to special television films—the series of 13 or 26 minute films planned, produced and sold exclusively for television. Most popular lengths are the 13 and 26 minute, but there have been successful series in five minute, three minute, and one minute lengths. In such films, the problems of length, union, clearances, continuity, etc., have already been solved by the producer prior to his first sales pitch to the station or advertiser.

VISITING CBS-TV's *Break the Bank* show in New York is Harold London (l), buyer for Gray Drug Stores Inc., Cleveland, shown with program's m. c. Bert Parks (c) and Wallace T. Drew, advertising manager, Bristol-Myers Co., show's sponsor.

Of course, there is no ceiling on the amount of special film for television. In fact, so much is being released that the much heralded "residual value" of such packages seems to be seriously threatened, with the station again faced with determining whether it should play the second run of one series, or for a few dollars more, the first run of a new package.

Still, due to the nature and advantages of film programs, possibility of recouping program costs through second and third runs, flexibility, and selectivity of markets, elimination of on-air errors, etc., and with the programming success stories of features, there can be no doubt as to the ever growing importance of film in television programming. However, present day producing and financing plans for these series may have to be revised.

There are many case histories to document the place films have earned in television. On the network programming level, they are currently sharing the spotlight right along with the top live shows in terms of popularity-ratings. In addition, from the local station programming standpoint, films, and especially features, are doing an outstanding job of providing maximum entertainment for the smaller budget, while providing an excellent medium for attracting local advertisers. Also, of course, the use of 20-second and one-minute commercials in feature film shows are greatly helping national advertisers pin-point their sales messages in specific markets.

Thus, there can be no denying the importance of film as *profit-making* television programming, and as a vehicle of entertainment in proportions almost impossible to duplicate, especially in the case of feature films.

This, then, is the film story as related to television today—an exciting story to be sure, and one which has merely begun.

at deadline

RAYTHEON ELECTION, QUARTERLY DIVIDEND

RE-ELECTION of officers and election of directors for coming year reported Friday by Raytheon Mfg. Co., Waltham, Mass. Company also reported that regular quarterly dividend of 60 cents per share of $2.40 cumulative preferred stock will be paid Oct. 1 to holders of record at close of business Sept. 15.

Officers re-elected: Charles F. Adams Jr., president; Ernest F. Leatham, assistant to president; David T. Schultz, vice president and treasurer; Wallace L. Gifford, Ray C. Ellis, Percy L. Spencer, Norman B. Krim, David R. Hull and Ivan A. Getting, vice presidents; Paul F. Hannah, secretary and general counsel; J. E. Smith, G. E. M. Bertram, Henry F. Argento and John A. Beedle, assistant vice presidents; Allen E. Reed, comptroller, and Elmer J. Gorn and Ruth E. Rabb, assistant secretaries.

Directors elected: Charles F. Adams Jr., Ralph D. Booth, William Gammell Jr., Wallace L. Gifford, Carl J. Gilbert, Robert H. I. Goddard, George L. Lengreth, Stanley P. Lovell, William H. Raye and D. T. Schultz.

Mr. Adams, reviewing company's achievements in past year, noted that Raytheon's radio and television activities had constituted problem, but added that sale of new sets has improved and that present task is to meet demand by increased production.

WRITERS GUILD TO MEET

WESTERN Region of Radio Writers Guild meets tonight (Monday) in Hollywood to map plans to strengthen organization, from which half of executive council and heavy percentage of writer members have resigned within past few weeks. It will be first membership meeting since Authors League of America ordered support of Screen Writers Guild strike against Alliance of TV Film Producers. SWG strike is now in sixth week.

WOULD EXPAND ISSUES

TWO MORE TV applicants petitioned FCC Friday to enlarge and clarify issues in their respective comparative hearings. They were Portland Television Inc., in Channel 8 proceeding at Portland, Ore., and WDSM Superior, Wis., in Channel 6 proceeding in that city. Portland Television asks inclusion of issue to compare areas and populations to be served, earlier opposed by FCC counsel [B•T, Sept. 1], while WDSM asks issue on Sec. 307(b) comparison (see story page 79). Portland Television opposes as "vague" earlier KEX Portland petition to enlarge issues.

NEW SELLING TECHNIQUE

WNBT (TV) New York introducing new kind of "personalized selling" technique designed to cut advertisers' costs by utilizing 20, 30, 40 and 60-second live station break announcements. Station has fully equipped small studio, called "house of station breaks," solely for this project and claims costs will be reduced by savings on films. First advertiser using technique, starting today (Monday), is Robert Hall clothes.

POSTPONEMENT

POSTPONEMENT of Canton, Ohio, Channel 29 TV hearing from Oct. 1 to Dec. 8 asked of FCC Friday by WCMW Canton on grounds principal witness, S. L. Huffman, president-general manager and 50% owner, following Aug. 26 heart attack, can't resume activities until mid-November. WCMW's bid in competition with that of WHBC Canton.

SPEED-UP 'IN REVERSE'

TEMPORARY processing procedure set up by FCC to expedite TV to cities without service and to stimulate uhf is working in reverse, WFPG Atlantic City charged Friday in petition for revision of procedure. Noting inequities in grants to cities in Group A (without service) and Group B (with service), WFPG said it didn't know when Commission might reach its bid for uhf Channel 46. Atlantic City is No. 66 on A-2 line. WFPG suggested transfer of uhf communities in Group A to priority positions in Group B or acceleration of Group A and deceleration of Group B processing. FCC made three more grants in Group A earlier in week (see page 79).

MAYO SALES DIRECTOR

APPOINTMENT of Robert C. Mayo, sales manager of WOR-TV since 1949, as sales director was announced Friday. He is succeeded as sales manager by John F. Sloan, general manager of WPAT Paterson. Mr. Mayo joined WOR sales in 1940 and was previously with CBS and WCBS New York sales staffs. Before going to WPAT in 1946, Mr. Sloan was WCBS account executive. Appointments follow resignation of R. C. (Pete) Maddux as vice president in charge of sales for WOR-TV [B•T, Sept. 8]. (For other WOR and Mutual changes, see story page 25.)

'MEET THE PRESS' CONTRACT

DENIAL of published reports that Revere Copper & Brass is planning to change its sponsorship of *Meet the Press* from weekly to alternate-week arrangement made last week by representatives of advertiser; agency, St. Georges & Keyes, and owners of show, Martha Rountree and Laurence Spivak. Jack Perlis, public relations representative of owners, pointed out that contract had just been signed for regular weekly sponsorship of program in its new 6 p.m. time spot on NBC-TV beginning Sunday, Oct. 5.

MILLION IN BUSINESS

NEW BUSINESS and renewals on WCBS-TV New York for August amounted to more than $1 million, George R. Dunham, general manager, announced Friday. This does not include time bought on WCBS-TV by network sponsors, he said.

New clients for second half of August included: Vick Chemical Co., American Home Foods, Liebmann Breweries, S. A. Schonbrunn & Co., Philip Morris, Procter & Gamble, Kirsch's beverages, and Personal Products Corp. Renewals included Standard Brands, Benson & Hedges, and Converted Rice Inc. New business in first two weeks of August came from Westclox Div., General Time Corp.; Crosley Div., Avco Mfg. Corp.; Monarch Wine Co., D. L. Clark Co., A. S. Harrison Co., and International Silver.

PEOPLE...

FRED J. HAMM, M. H. Hackett agency account executive, and **HARVEY N. VOLMAR**, Kenyon & Eckhardt account executive, to Geyer, Newell & Ganger, N. Y., as account supervisors.

RHEAN D. CUNNINGHAM promoted to acting chief engineer of KFEL-AM-FM-TV Denver. He has been with KFEL for year, having aided in closed circuit telecasts of 1951 World Series.

MILTON M. SIDNEY, assistant to president and general manager of Razor Blade Div., Marlin Firearms Co., Newark, to Pal Blade Co. and Personna Blade Co., N. Y., as executive vice president.

ALFRED A. NORCOTT, with Kenyon & Eckhardt, N. Y., since 1947, appointed assistant secretary.

RAY LINTON, freelance program consultant in Chicago, to Charles Michelson Inc., N. Y., radio and TV transcription program firm, as manager of company's newly established Chicago office, 360 N. Michigan Ave.

NARTSR NAME CHANGE TO BE MADE OFFICIAL

CHARTER amendment changing name of National Assn. of Radio & Television Station Representatives to Station Representatives Assn. expected to be sent to New York State Dept. of Corporations this week, NARTSR (SRA) Managing Director Thomas Flanagan said Friday. Change, authorized in prior meeting of membership, was made for simplification and to avoid confusion of NARTSR and NARTB, Mr. Flanagan said. He also reported appointment of three committees. Nominations group, to report at annual membership meeting Dec. 10, consists of Lewis H. Avery, Avery-Knodel, chairman; Max Everett, Everett-McKinney, and Robert Meeker, Robert Meeker Assoc. Dues committee: H. Preston Peters, Free & Peters, chairman; Adam J. Young, Adam J. Young Inc., and Thomas F. Clark, Thomas F. Clark Inc. Auditing committee: Joseph Timlin, Branham Co., chairman; Martin Henry, Katz agency, and Philip Schloeder, Avery-Knodel.

NEW TV APPLICATION

ONLY one new application filed at FCC Friday although several applicants amended or modified their applications or CPs. Total applications filed since April 14 now 813 (see TV APPLICATIONS, page 80). New application:

WPAQ Mt. Airy, N. C., uhf Ch. 55, erp 21.4 kw visual, 10.7 kw aural; antenna height above average terrain 1,480 ft., above ground 370 ft. Estimated construction cost $150,700, first year operating cost $125,000, revenue $135,000.

Modification of CP

WHUM-TV Reading, Pa., change transmitter location to 2.7 mi. SSW of Summit Station from 2.8 mi. SSW of Summit Station. Antenna height above average terrain 1,766 ft. [See TV GRANTS, Sept. 8.]

Amendments of Applications

KNOE Monroe, La., change erp to 183 kw visual, 91.6 kw aural, from 96.5 kw visual, 48.2 kw aural.

WHP Harrisburg, Pa., change from Ch. 33 to Ch. 55, and erp to 218 kw visual, 109 kw aural, from 241 kw visual, 121 kw aural.

KIMA Yakima, Wash., change to show increase in number of stockholders.

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IN THE HEART OF AMERICA...

It's The

KMBC KFRM

Team and It's

Wholehearted and "Wise"

*"Women-Wise"...**

KMBC-KFRM is wise in the ways of a woman. So is Bea Johnson, newly appointed KMBC-KFRM Director of Women's programs and conductress of the "Happy Home," (8:30-9:00 AM, Monday through Friday). But that's not all. *Women in the Heart of America know all about Bea Johnson, too.* They know her as housewife and mother, and one whose wide experience can provide them with the answers to their problems. That is the reason why they requested her return to the air. As Joanne Taylor on KMBC from 1936 to 1941, she was one of their all-time favorites.

So now, more than ever before, the relationship between The KMBC-KFRM Team and the women of the Kansas City Primary Trade Area exists as a very effective cycle. These women are well acquainted with Bea Johnson. Bea and The Team are likewise well aware of the wishes of these listeners and are first to supply them with the program material that they want. The association of Bea Johnson, KMBC-KFRM and the lady listeners is an unbeatable combination—for the advertiser. Bea's sincere recommendation coupled with the prestige of KMBC-KFRM is certain to make sales of any product or service carried on "Happy Home."

* This is the third of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.

Call KMBC-KFRM or Free & Peters for the story of Bea and the "Happy Home." BE WISE—REALIZE...that to sell the Whole Heart of America Wholeheartedly, it's "Happy Home" on...

The KMBC-KFRM *Team*

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OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

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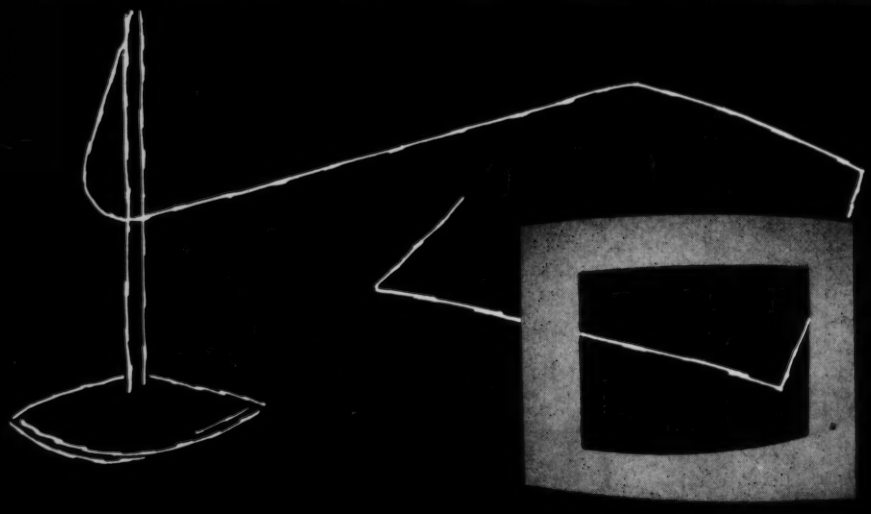

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